

1977 CENSUS OF RETAIL TRADE

VOLUME 3

MAJOR RETAIL CENTERS
IN STANDARD METROPOLITAN STATISTICAL AREAS

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Major Retail Centers in Standard Metropolitan Statistical Areas

Tennessee

1977 CENSUS OF RETAIL TRADE





Major Retail Centers
in Standard Metropolitan
Statistical Areas

Tennessee



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ACKNOWLEDGMENTS—Many persons participated in the various activities of the 1977 Census of Retail Trade. Primary direction of the program was performed by Shirley Kallek, Associate Director for Economic Fields, and Richard B. Quanrud, Assistant Director for Economic and Agriculture Censuses.

This report was prepared in the Business Division under the general direction of Tyler R. Sturdevant, Chief. Michael G. Farrell, Assistant Chief for Census Programs, was responsible for overall planning and management of the Division's census programs; he also coordinated activities with other divisions.

Planning and implementing this report were under the direction of Bobby E. Russell, Chief, Retail Census Branch, with primary staff assistance by Dennis P. Pike, Mark E. Wallace, Merrihew Scarborough, Don Overton, Scott Dillon, and John Vignali. Alvin H. Barten, assisted by Sidney O. Marcus, coordinated activities, specifications, and procedures with the other economic censuses. Computer programs were developed under the general supervision of Heyward D. Glisson, Assistant Division Chief for Data Processing. William C. Wester, Chief, Census Programming Branch, assisted by Andrew K. Nelson and Leonard S. Sammarco, was primarily responsible for planning and implementing the programs.

Bureau delineation of major retail centers was conducted by the Field Division, Richard Burt, Chief, under the direction of Darren Althouse, Chief, Economic Surveys Branch, assisted by John Guest.

Forms design was performed in the Administrative Services Division, Henry J. Husmann, Chief. The entire staff of the Forms and Mail Management Branch made significant contributions in the planning, design, review, and composition of the forms.

Within the Publications Services Division, many individuals made significant contributions in publication planning and design, editorial review, composition, and printing procurement. These operations were performed under the direction of Raymond J. Koski, Chief, assisted by Milton S. Andersen, Gerald A. Mann, Wayne H. Massey, Helen M. Curtis, Jacqueline A. Gans, Charles C. Huntley, Nicholas Preftakes, Rosemary B. Vance, and Robert Warunek.

Clerical and data keying operations were performed in the Data Preparation Division at Jeffersonville, Ind., under the direction of Don L. Adams, Chief, assisted by Rebecca Lamon and George Wilson. Clerical supervision was provided by Helen Swank.

The geographic coding procedures and computer programs were developed in the Geography Division under the direction of Jacob Silver, Chief, assisted by Silla G. Tomasi, Gerald Cranford, Terence D.

McDowell, Dan Harding, Phyllis Krause, Walter Yergen, and Rose J.A. Quarato.

Computer processing was directed by C. Thomas DiNenna, Chief, Computer Services Division. John E. Halterman, Jesse J. Verdeja, Willie E. Clark, and Norman W. Larsen, provided staff assistance.

Lawrence E. Cornish, Systems Software Division, made significant contributions by developing special-purpose computer programs for publication preparation.

Donald E. Young, Lawrence H. Lyons, and Robert S. Taylor, of the Office of the Assistant Director for Economic and Agriculture Censuses, participated in overall planning and review of the census operations.

This report is a retabulation of selected data from the 1977 Census of Retail Trade previously included in the Geographic Area Series (RC77-A) of reports. The many individuals who contributed to the planning, implementation, and review of the entire census thereby helped make this report possible.

Special acknowledgment is also due the local Census Statistical Areas Committees (CSAC's), which delineated areas included in this report, and to the many businesses whose cooperation has contributed to the publication of these data.

Library of Congress Cataloging in Publication Data

United States. Bureau of the Census.
1977 census of retail trade.

CONTENTS: [1] Geographic area statistics.
[2] Major retail centers in standard metropolitan statistical areas. [3] Subject reports. [4] Merchandise line sales.

1. Retail trade—United States—States—Statistics.
2. Retail trade—United States—Statistics. I. Title.
II. Title: Census of retail trade.

HF5429.3.U535 1978 381 78-606155

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WHAT IS IN THE TABLES

Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail centers			
					No. 2	No. 3	No. 4	No. 5

Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text]

Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)

Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 ¹		
		Central business district ²	City	Standard metropolitan statistical area

Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area

AIDS TO TABLE USE

DESCRIPTIONS OF MAJOR RETAIL CENTERS

The boundaries of each major retail center are described in appendix E. Descriptions begin with the north boundary and continue clockwise through all the boundaries.

MAPS

The report includes a map of each standard metropolitan statistical area (SMSA) and of each central business district (CBD), showing CBD boundary streets, major roads, and census tracts. It also includes a map showing the location of each CBD, major retail center (MRC), and central city in the SMSA.

DOLLAR VALUES

All dollar values presented in this report are expressed in current dollars (i.e., 1977 data are expressed in 1977 dollars and 1972 data are expressed in 1972 dollars).

ABBREVIATIONS AND SYMBOLS

The following abbreviations and symbols are used in this publication:

CBD	Central Business District.
(D)	Withheld to avoid disclosing data for individual companies.
MRC	Major Retail Center.
(NA)	Not available.
(NC)	Not comparable.
SIC	Standard Industrial Classification.
SMSA	Standard Metropolitan Statistical Area.
(X)	Not applicable.
—	Zero.

INTRODUCTION

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HISTORY OF THE ECONOMIC CENSUSES

The economic censuses are comprehensive and periodic censuses of the Nation's industrial and business activities. Taken by the Census Bureau, a part of the U.S. Department of Commerce, the censuses provide a detailed statistical profile of a large segment of the national economy.

The first economic census of the United States was conducted as part of the 1810 decennial census, when inquiries on manufacturing were included with the census of population.

In other decennial censuses through 1900, except in 1830, no questions on manufacturing. In 1904 the quinquennial census of manufacturing began. It was conducted every fifth year until 1920 and every second year from 1921 to 1939. Although some distributive trade data were collected in the decennial census of 1840, the first census of business was taken in 1929. It covered only retail and wholesale trades, but beginning with the second business census in 1933 and in succeeding censuses various services also have been included. Business censuses were subsequently taken for 1935 and 1939 and after a wartime interruption were resumed in 1948. Beginning in 1954, and continuing in the censuses of 1958, 1963, 1967, and 1972, the business censuses have been conducted concurrently with the censuses of manufactures and mineral industries. Beginning with the 1967 censuses, Congress authorized the economic censuses to be taken at 5-year intervals covering years ending in "2" and "7".

SCOPE OF THE ECONOMIC CENSUSES

The economic censuses are the primary source of facts about the structure and functioning of the economy and, therefore, provide information essential for both government and business. The censuses furnish an important part of the framework for such composite measures as the national accounts. In forecasting and planning, they are especially useful in analyzing the national product in terms of the transactions that determine its size and composition. The economic censuses also provide insights and benchmarks for indexes of industrial production, productivity, and price, all of which are essential for understanding current economic developments.

Manufacturers and distributors make widespread use of the economic censuses in establishing measures of their potential markets by areas, kinds of businesses, and kinds of products. Management in various industries and trades get facts from them

for use in economic or sales forecasting, analyzing sales performance, laying out sales territories, allocating advertising budgets, and locating plants, warehouses, and stores. Trade organizations use census statistics for insight into changes in the structure of industry. State and local governments use the geographic detail that describes the patterns of economic change in individual communities. Local business organizations and research groups do too.

Following every census, reports are purchased by thousands of businesses and other users; likewise, census facts are widely disseminated by trade associations, business journals, and the daily press. Volumes containing census statistics are available in most major public and college libraries.

AUTHORITY AND SCOPE OF THE ECONOMIC CENSUSES

The economic censuses are required by law under title 13 of the United States Code, sections 131, 191, and 224, which direct that they be taken at 5-year intervals. The 1977 Economic Censuses covered manufacturing, mining and quarrying, construction industries, retail trade, wholesale trade, service industries, and selected transportation activities. The next economic censuses are scheduled to be taken in 1983 covering the year 1982.

CENSUS OF RETAIL TRADE

The 1977 Census of Retail Trade, part of the 1977 Economic Censuses, covered retail trade as defined in the Standard Industrial Classification (SIC) Manual.¹ It included all establishments primarily engaged in selling merchandise for personal or household consumption and rendering services incidental to the sale of the goods. It excluded governmental organizations classified in the covered industries except for liquor stores operated by State and local governments. It also excluded data for direct sellers (SIC 5963) with no paid employees and post exchanges, ship stores, and similar establishments operated on military posts by agencies of the Federal Government. In the Major Retail Center series of reports only, data for nonstore retailers (SIC 596) were excluded. The basic tabulations in this report do not include data for central administrative offices (CAO's), captive warehouses, and other units which service or are auxiliary to retail establishments within the same organization. Data for CAO's and auxiliaries will be found in a subsequent report issued as part of the subject series of the 1977 Enterprise Statistics survey.

¹ Standard Industrial Classification Manual: 1972. For sale by Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Stock No. 4101-0066. Price \$6.75. 1977 Supplement. Stock No. 003-005-00176-0. Price 90 cents.

For the 1977 Census of Retail Trade, large- and medium-size firms, plus all firms known to operate more than one establishment, were sent questionnaires to be completed and returned to the Bureau by mail. For most very small firms, including those with no paid employees, data from existing records of the Internal Revenue Service (IRS) and the Social Security Administration (SSA) were used instead. The two sources produced basic information on location, kind of business, volume of sales and payrolls, and number of employees. In addition, more detailed information for selected kinds of business was obtained on the various questionnaires.

Appendix A gives a more detailed explanation of census coverage and methodology.

MAJOR RETAIL CENTERS

This report represents a recompilation of data collected in the 1977 Census of Retail Trade into the two types of areas which have been delineated for the report: (1) Central business districts (CBD's); and (2) major retail centers (MRC's). The report covers each standard metropolitan statistical area (SMSA) in the State and presents statistics for these concentrations of retail stores located in each SMSA.

Delineation

The delineation of central business districts was determined in consultation with local census statistical areas committees (CSAC's). However, some eligible cities do not have a CBD because they chose not to participate in the CBD delineation program. The CSAC's were also invited to participate for the first time in both the delineation of major retail centers and the listing of stores in the delineated areas, following guidelines provided by the Bureau. Approximately 85 percent of the CSAC's participated. In preparing for the evaluation and implementation of the MRC program, the Bureau suggested that a broad cross section of local data users involved with retail trade data be urged to provide input to the CSAC.

A major advantage was realized by CSAC's which chose to participate in the MRC delineation program. The people most familiar with the local metropolitan area and its concentration of retail activity became involved in delineating the MRC's in their own areas. In areas where CSAC's did not participate, a Bureau employee did the delineation of MRC's and the listing of stores in the delineated areas. Appendix F identifies which areas were delineated by CSAC's and which were delineated by the Bureau.

Central Business District

A "central business district," as defined by the Bureau, is the defined downtown retail area of an SMSA central city, or other SMSA city of 50,000 or more persons. A CBD is an area of very high land valuation; high concentration of retail businesses, offices, theaters, hotels, and "service" businesses; and high traffic flow. It is defined by existing census tract boundaries and consists of one or more whole census tracts. Census tracts are small, relatively permanent areas into which large cities and adjacent areas have been divided to show comparable small-area

statistics. Data for CBD's are published only in reports of the census of retail trade.

In 1972, CBD's were enumerated only for SMSA cities with 100,000 inhabitants or more. The CBD definition for 1977 was changed so that areas defined as downtown business areas (DBA's) in the 1972 censuses became CBD's for the 1977 censuses.

Major Retail Center

A "major retail center" is a concentration of at least 25 retail stores¹ located inside an SMSA but outside a CBD. At least one of the 25 stores must be a general merchandise store (SIC 53) with a minimum of 100,000 square feet of total under-roof floor space.² MRC's include planned suburban shopping centers as well as unplanned centers such as older "string streets" (continuous businesses along a thoroughfare with few cross streets containing any businesses) and combinations of planned and unplanned centers. Where the MRC is a planned center, the boundaries encompass all retail stores in the center. Where the MRC is an unplanned center, each block within the boundaries should have at least one general merchandise store (SIC 53); apparel store (SIC 56); furniture, home furnishings and equipment store (SIC 57); or miscellaneous shopping goods store (SIC 594). MRC's are defined in SMSA's existing as of December 31, 1977, except for the last five SMSA's defined (see Geographic Areas Covered). Data for MRC's are published only in the census of retail trade.

In 1972, MRC's were defined by the Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical area but outside the CBD) having at least \$5 million in retail sales and at least 10 retail establishments, one of which was classified as a department store (SIC 53.1).

Historical Data

The report on major retail centers was begun as a part of the 1954 Census of Business, which provided data for 95 CBD's. In the 1958 Census of Business, data were published for 109 CBD's and, for the first time, for 472 MRC's located in 97 SMSA's. The 1963 Census of Business included data for 131 CBD's and 972 MRC's located in 116 SMSA's. In the 1967 Census of Business, the program was expanded to cover all 230 SMSA's, containing 134 CBD's and 1,556 MRC's. The 1972 Census of Retail Trade covered 259 SMSA's, containing 144 CBD's and 2,137 MRC's.

The scope of the MRC program was modified slightly for the 1977 censuses so that the Bureau could continue to publish MRC data but remain within funding limitations. (These modifications are described in the definitions of CBD's and MRC's above.) The 1977 Census of Retail Trade covered 272 SMSA's containing 386 CBD's and approximately 1,450 MRC's.

¹ An MRC which had 25 stores or more at time enumeration was done may have had less than 25 stores at end of 1977. Thus data may be shown for a few MRC's which presently have less than 25 stores.

² Minimum square footage criterion was waived in a few special cases at request of local CSAC.

CENSUS DISCLOSURE RULES

In accordance with Federal law governing census reports, no data are published that would disclose the operations of an individual establishment or business. However, the number of establishments in a kind of business classification is not considered a disclosure so this item may be given even though other information is withheld.

Because most MRC's and several CBD's tend to have a relatively small number of establishments, it generally is not possible to provide separate kind-of-business data (except for establishment counts) for these small areas without disclosing operations of individual establishments. For this reason, data on payroll and number of employees are limited to totals and sales data are limited to only—

1. Total retail stores.^{1 2}
2. Convenience goods stores, i.e., food stores (SIC 54), eating and drinking places (SIC 58), and drug and proprietary stores (SIC 591).
3. Shopping goods (GAF) stores, i.e., general merchandise stores (SIC 53), apparel and accessory stores (SIC 56), furniture, home furnishings, and equipment stores (SIC 57), and miscellaneous shopping goods stores (SIC 594).

¹ For all establishments, including those with no payroll.

² Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

4. All other stores (SIC's 52, 55, and 59 except 591, 594, and 596).

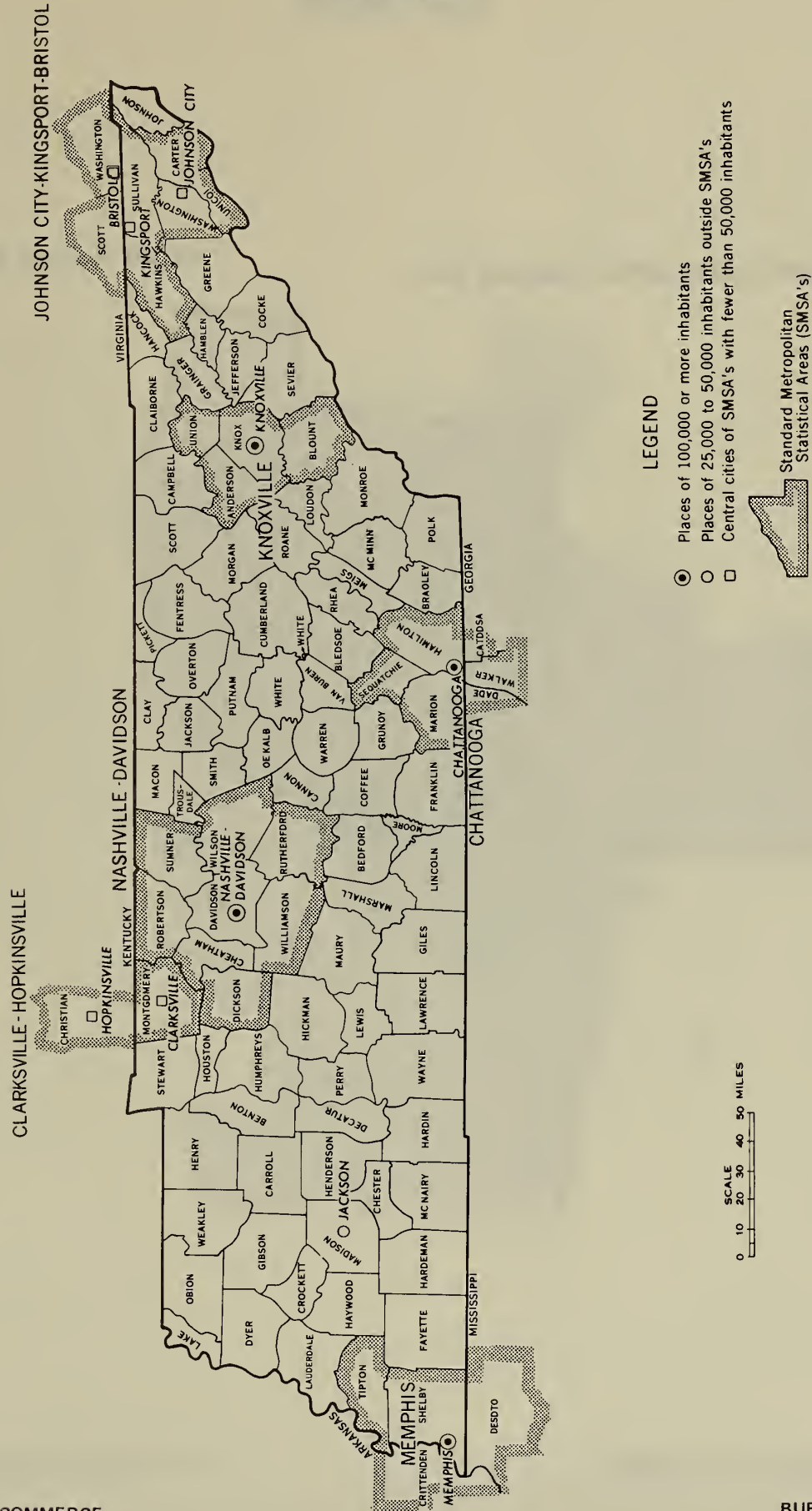
For those MRC's and CBD's which had more than 100 retail stores, separate kind-of-business data are presented for establishment count, sales, payroll, and number of employees.

Data for nonstore retailers are not included in the Major Retail Centers report. For the definitions of the kind-of-business categories for which data are shown, see "Kind-of-Business Classifications" in appendix A.

GEOGRAPHIC AREAS COVERED

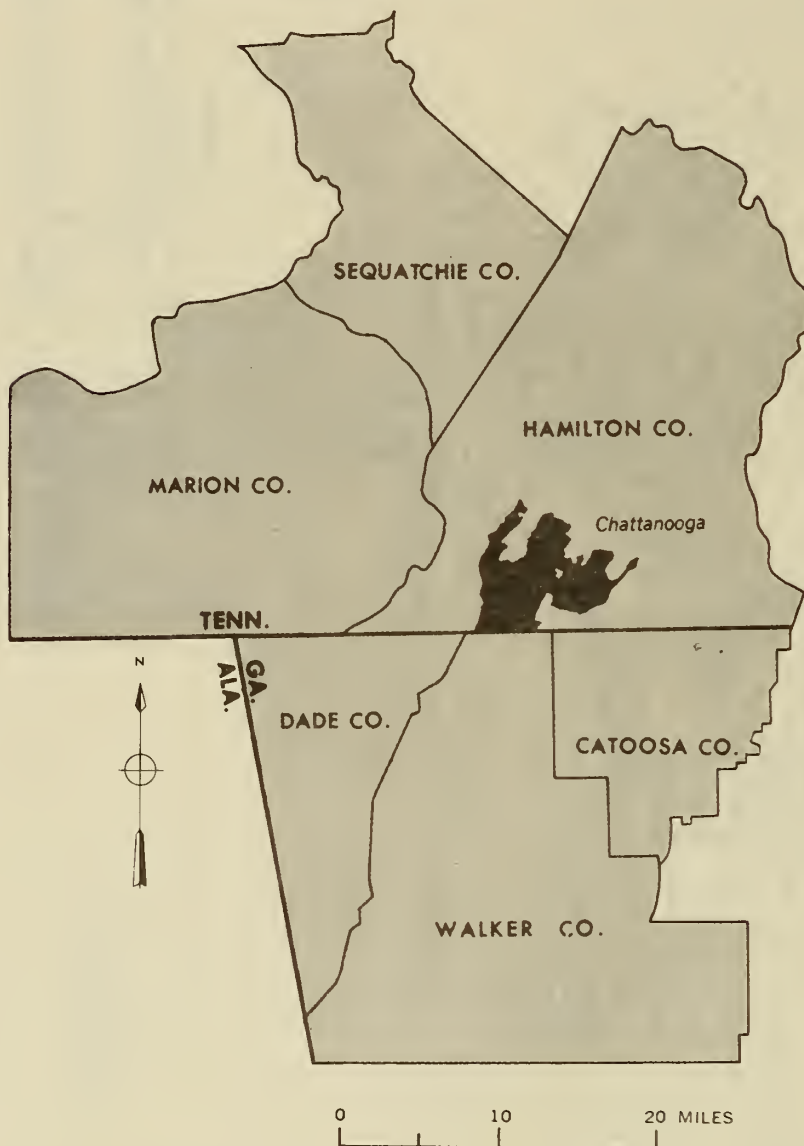
This series of reports presents data for establishments located in CBD's and MRC's in SMSA's in each State. The SMSA's covered are those defined by the Office of Management and Budget as of December 31, 1977, except for the last five SMSA's defined: Bradenton, Fla.; Grand Forks, N. Dak.-Minn.; Kokomo, Ind.; Lawrence, Kans.; and Panama City, Fla. These SMSA's were defined too late to be included in the 1977 MRC program. In addition to MRC and CBD data, data are shown for each SMSA in the State and for each central city and all other SMSA cities of 50,000 inhabitants or more for which a CBD was defined by a local census area committee. Data for SMSA's which cross State lines appear only in the report for the State in which the SMSA is primarily located.

TENNESSEE



CHATTANOOGA

Standard Metropolitan Statistical Area



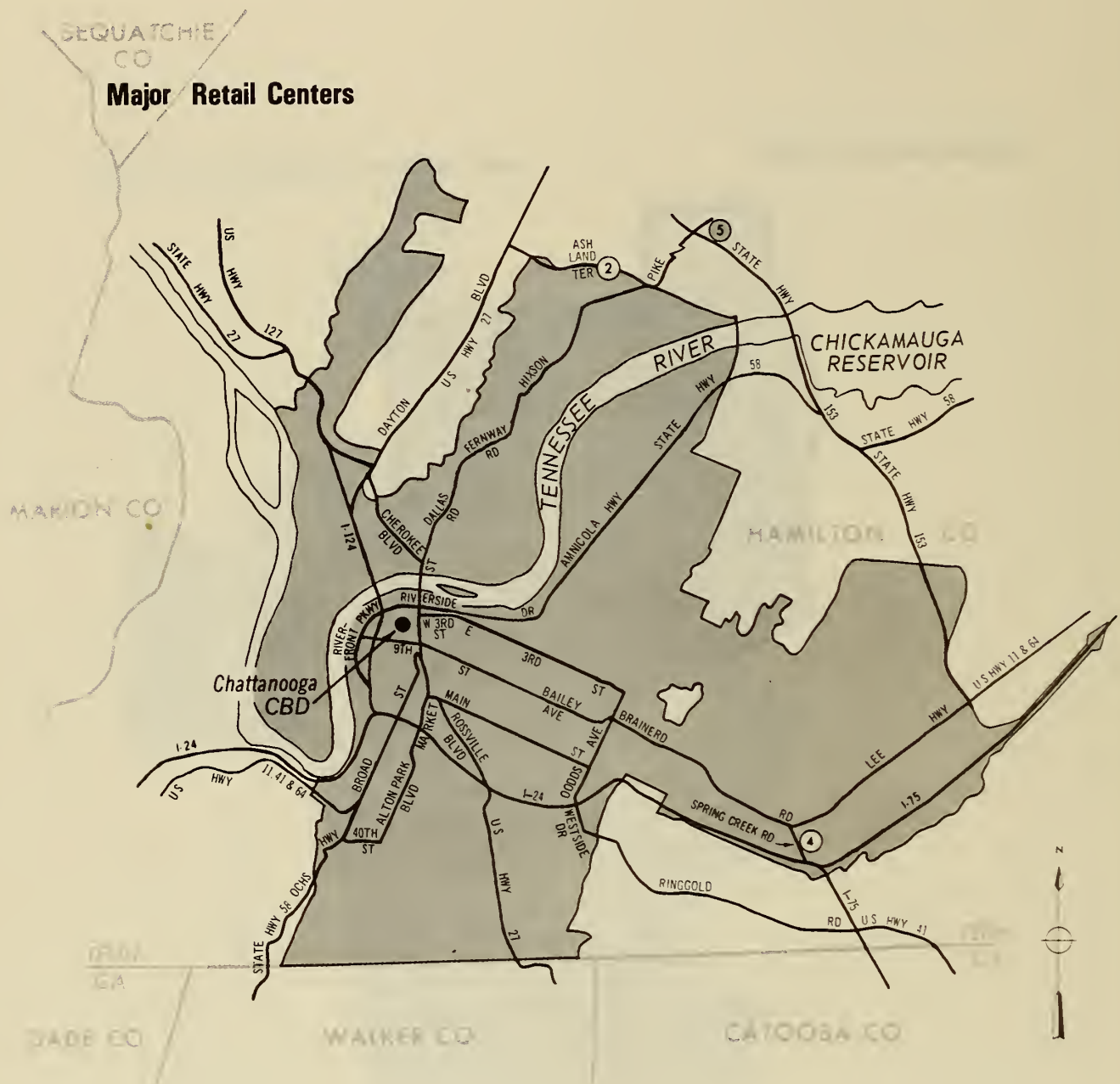
CHATTANOOGA

Central Business District



CHATTANOOGA

Major Retail Centers



Nos. 1 and 3 Unassigned

- Central Business District
- ① ① Major Retail Centers (boundary descriptions are in appendix E)
- Central City

0 1 2 3 MILES

Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail centers		
					No. 2	No. 4	No. 5
	Retail stores:^{1 2}						
	Number -----	3 345	1 476	107	31	111	80
	Sales (\$1,000) -----	1 317 525	751 772	62 216	27 500	85 549	65 172
	Payroll entire year (\$1,000) -----	138 643	82 726	11 763	3 088	9 804	8 898
	Paid employees for week including March 12 ---	22 498	12 666	1 819	532	1 787	1 323
54, 58, 591	Convenience goods stores:						
	Number -----	1 171	561	30	10	27	15
	Sales (\$1,000) -----	427 231	(D)	7 441	9 072	13 549	7 364
53, 56, 57; 594	Shopping goods stores (GAF):³						
	Number -----	836	361	60	15	66	57
	Sales (\$1,000) -----	334 609	197 150	49 156	15 970	67 096	55 991
52, 55, 59, ex. 591, 4, 6	All other stores:						
	Number -----	1 338	554	17	6	18	8
	Sales (\$1,000) -----	555 685	(D)	5 619	2 458	4 904	1 817
	Number of Establishments						
	Retail stores^{1 2} -----	3 345	1 476	107	31	111	80
52	Building materials, hardware, garden supply, and mobile home dealers -----	156	57	2	1	4	-
525	Hardware stores -----	52	13	-	-	1	-
52 ex. 525	Other -----	104	44	2	1	3	-
53	General merchandise group stores -----	107	40	6	2	8	5
531	Department stores ⁴ -----	16	10	3	2	2	2
533	Variety stores -----	51	15	2	-	3	1
539	Miscellaneous general merchandise stores -----	40	15	1	-	3	2
54	Food stores⁵ -----	523	201	4	3	10	5
541	Grocery stores -----	416	140	3	3	2	3
55 ex. 554	Automotive dealers -----	313	134	2	2	4	-
554	Gasoline service stations -----	432	160	1	1	3	-
56	Apparel and accessory stores -----	220	95	24	2	27	24
561	Men's and boys' clothing and furnishings stores --	38	21	8	1	5	4
562, 3, 8	Women's clothing and specialty stores and furriers -----	69	29	5	1	9	10
562	Women's ready-to-wear stores -----	57	26	4	1	8	8
565	Family clothing stores -----	48	10	3	-	1	2
566	Shoe stores -----	41	23	4	-	8	6
564, 9	Other apparel and accessory stores -----	24	12	4	-	4	2
57	Furniture, home furnishings, and equipment stores -----	262	115	12	5	15	9
5712	Furniture stores -----	84	36	6	1	2	1
5713, 4, 9	Home furnishings stores -----	72	31	2	1	-	1
572, 3	Household appliance, radio, television, and music stores -----	106	48	4	3	13	7
58	Eating and drinking places -----	539	305	23	5	15	10
5812	Eating places -----	481	260	20	4	14	10
5813	Drinking places (alcoholic beverages) -----	58	45	3	1	1	-
591	Drug and proprietary stores -----	109	55	3	2	2	-
59 ex. 591, 6	Miscellaneous retail stores⁶ -----	684	314	30	8	23	27
592	Liquor stores -----	78	56	3	1	3	2
594	Miscellaneous shopping goods stores -----	247	111	18	6	16	19
5992	Florists -----	74	31	3	-	1	1

¹Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

²For all establishments, including those with no payroll.

³Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

⁴Includes sales from catalog order desks.

⁵Includes data not covered by SIC 541.

⁶Includes data not covered by SIC's 592, 594, and 5992.

Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Chattanooga CBD					
	Retail stores²-----	107	62 216	11 763	2 843	1 819
52	Building materials, hardware, garden supply, and mobile home dealers -----	2	(D)	(D)	(D)	(D)
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	2	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	6	25 616	5 581	1 280	869
531	Department stores ³ -----	3	23 673	5 265	1 206	809
533	Variety stores -----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	(D)
54	Food stores⁴ -----	4	932	162	33	40
541	Grocery stores -----	3	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	2	(D)	(D)	(D)	(D)
554	Gasoline service stations -----	1	(D)	(D)	(D)	(D)
56	Apparel and accessory stores -----	24	10 178	1 733	443	295
561	Men's and boys' clothing and furnishings stores -----	8	2 450	427	98	63
562, 3, 8	Women's clothing and specialty stores and furriers -----	5	2 779	494	148	91
562	Women's ready-to-wear stores -----	4	(D)	(D)	(D)	(D)
565	Family clothing stores -----	3	(D)	(D)	(D)	(D)
566	Shoe stores -----	4	647	106	28	13
564, 9	Other apparel and accessory stores -----	4	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	12	8 223	1 206	306	128
5712	Furniture stores -----	6	6 037	838	221	92
5713, 4, 9	Home furnishings stores -----	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	4	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	23	3 597	1 013	237	213
5812	Eating places -----	20	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	3	(D)	(D)	(D)	(D)
591	Drug and proprietary stores -----	3	2 912	350	101	52
59 ex. 591, 6	Miscellaneous retail stores⁵ -----	30	6 847	1 112	290	168
592	Liquor stores -----	3	499	26	5	4
594	Miscellaneous shopping goods stores -----	18	5 139	888	238	125
5992	Florists -----	3	(D)	(D)	(D)	(D)

See footnotes at end of table.

Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	MRC No. 4					
	Retail stores² -----	111	85 549	9 804	2 286	1 787
52	Building materials, hardware, garden supply, and mobile home dealers -----	4	1 277	203	53	24
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	3	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	8	39 164	3 832	836	832
531	Department stores ³ -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	3	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	3	(D)	(D)	(D)	(D)
54	Food stores⁴ -----	10	5 527	624	177	100
541	Grocery stores -----	2	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	4	1 555	279	65	29
554	Gasoline service stations -----	3	(D)	(D)	(D)	(D)
56	Apparel and accessory stores -----	27	18 128	1 888	415	339
561	Men's and boys' clothing and furnishings stores -----	5	(D)	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	9	5 283	442	102	101
562	Women's ready-to-wear stores -----	8	(D)	(D)	(D)	(D)
565	Family clothing stores -----	1	(D)	(D)	(D)	(D)
566	Shoe stores -----	8	2 782	342	77	56
564, 9	Other apparel and accessory stores -----	4	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	15	4 284	564	143	68
5712	Furniture stores -----	2	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	-	-	-	-	-
572, 3	Household appliance, radio, television, and music stores -----	13	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	15	(D)	(D)	(D)	(D)
5812	Eating places -----	14	5 060	1 132	296	399
5813	Drinking places (alcoholic beverages) -----	1	(D)	(D)	(D)	(D)
591	Drug and proprietary stores -----	2	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores⁵ -----	23	(D)	(D)	(D)	(D)
592	Liquor stores -----	3	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	16	5 520	727	165	100
5992	Florists -----	1	(D)	(D)	(D)	(D)

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Chattanooga					
	Retail stores² -----	1 476	751 772	82 726	19 858	12 666
52	Building materials, hardware, garden supply, and mobile home dealers -----	57	40 295	4 357	1 007	468
525	Hardware stores -----	13	2 223	294	54	47
52 ex. 525	Other -----	44	38 072	4 063	953	421
53	General merchandise group stores -----	40	109 592	14 681	3 274	2 359
531	Department stores ³ -----	10	88 378	12 667	2 826	1 988
533	Variety stores -----	15	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	15	(D)	(D)	(D)	(D)
54	Food stores⁴ -----	201	113 985	10 124	2 552	1 579
541	Grocery stores -----	140	109 803	9 606	2 417	1 438
55 ex. 554	Automotive dealers -----	134	240 751	19 148	4 623	1 612
554	Gasoline service stations -----	160	49 036	3 137	830	590
56	Apparel and accessory stores -----	95	37 109	4 790	1 125	831
561	Men's and boys' clothing and furnishings stores -----	21	(D)	942	221	137
562, 3, 8	Women's clothing and specialty stores and furiers -----	29	12 396	1 446	370	279
562	Women's ready-to-wear stores -----	26	(D)	(D)	(D)	(D)
565	Family clothing stores -----	10	(D)	1 431	307	259
566	Shoe stores -----	23	5 222	703	153	108
564, 9	Other apparel and accessory stores -----	12	1 359	268	74	48
57	Furniture, home furnishings, and equipment stores -----	115	30 076	4 017	942	450
5712	Furniture stores -----	36	15 363	2 281	522	241
5713, 4, 9	Home furnishings stores -----	31	4 764	427	90	52
572, 3	Household appliance, radio, television, and music stores -----	48	9 949	1 309	330	157
58	Eating and drinking places -----	305	56 882	13 564	3 293	3 400
5812	Eating places -----	260	53 093	12 889	3 085	3 222
5813	Drinking places (alcoholic beverages) -----	45	3 789	675	208	178
591	Drug and proprietary stores -----	55	(D)	2 773	721	470
59 ex. 591, 6	Miscellaneous retail stores⁵ -----	314	(D)	6 135	1 491	907
592	Liquor stores -----	56	17 239	988	231	162
594	Miscellaneous shopping goods stores -----	111	20 373	2 694	649	386
5992	Florists -----	31	2 652	598	156	130

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Chattanooga, Tenn.-Ga., SMSA					
	Retail stores² -----	3 345	1 317 525	138 643	32 958	22 498
52	Building materials, hardware, garden supply, and mobile home dealers -----	156	72 862	7 888	1 795	879
525	Hardware stores -----	52	12 990	1 508	334	212
52 ex. 525	Other -----	104	59 872	6 380	1 461	667
53	General merchandise group stores -----	107	185 423	23 996	5 303	3 730
531	Department stores ³ -----	18	148 663	20 241	4 464	3 064
533	Variety stores -----	51	17 294	2 513	553	454
539	Miscellaneous general merchandise stores -----	40	19 466	1 242	286	212
54	Food stores⁴ -----	523	293 593	23 093	5 777	3 777
541	Grocery stores -----	418	284 605	21 984	5 505	3 492
55 ex. 554	Automotive dealers -----	313	306 711	24 098	5 744	2 168
554	Gasoline service stations -----	432	126 365	7 602	1 971	1 402
56	Apparel and accessory stores -----	220	59 823	7 837	1 756	1 386
561	Men's and boys' clothing and furnishings stores -----	38	(D)	1 552	355	222
562, 3, 8	Women's clothing and specialty stores and furriers -----	69	20 670	2 575	588	486
562	Women's ready-to-wear stores -----	57	19 507	2 407	515	459
565	Family clothing stores -----	48	19 144	2 224	475	407
566	Shoe stores -----	41	8 632	1 142	248	206
564, 9	Other apparel and accessory stores -----	24	(D)	344	92	65
57	Furniture, home furnishings, and equipment stores -----	262	53 982	8 708	1 525	774
5712	Furniture stores -----	84	27 173	3 673	813	392
5713, 4, 9	Home furnishings stores -----	72	7 793	685	141	91
572, 3	Household appliance, radio, television, and music stores -----	106	19 016	2 350	571	291
58	Eating and drinking places -----	539	94 862	22 369	5 460	6 017
5812	Eating places -----	481	90 299	21 665	5 244	5 832
5813	Drinking places (alcoholic beverages) -----	58	4 563	704	216	185
591	Drug and proprietary stores -----	109	38 778	5 232	1 314	885
59 ex. 591, 6	Miscellaneous retail stores⁵ -----	684	85 128	9 820	2 311	1 482
592	Liquor stores -----	78	21 514	1 188	298	210
594	Miscellaneous shopping goods stores -----	247	35 381	4 468	1 037	659
5992	Florists -----	74	5 915	1 219	301	254

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
Chattanooga						
	Retail stores²-----	175	77 669	14 215	3 396	2 849
52	Building materials, hardware, garden supply, and mobile home dealers -----	1	(D)	(D)	(D)	(D)
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	-	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	13	40 801	8 184	1 926	1 616
531	Department stores ³ -----	4	38 952	7 711	1 814	1 498
533	Variety stores -----	6	3 158	381	92	89
539	Miscellaneous general merchandise stores -----	3	691	92	20	29
54	Food stores -----	6	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	8	2 479	314	72	40
554	Gasoline service stations -----	7	834	84	21	25
56	Apparel and accessory stores -----	38	8 592	1 506	402	360
561	Men's and boys' clothing and furnishings stores -----	10	2 695	424	119	111
562, 3, 8	Women's clothing and specialty stores and furriers -----	13	3 228	583	145	155
562	Women's ready-to-wear stores -----	9	2 659	483	120	128
565	Family clothing stores -----	4	(D)	(D)	(D)	(D)
566	Shoe stores -----	8	970	182	45	33
564, 9	Other apparel and accessory stores -----	3	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	18	9 471	1 430	334	224
5712	Furniture stores -----	8	7 666	977	214	145
5713, 4, 9	Home furnishings stores -----	3	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	7	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	29	3 510	1 012	243	300
5812	Eating places -----	26	3 415	1 000	239	296
5813	Drinking places (alcoholic beverages) -----	3	95	12	4	4
591	Drug and proprietary stores -----	6	2 820	360	90	63
59 ex. 591, 6	Miscellaneous retail stores⁴ -----	51	7 207	987	233	171
592	Liquor stores -----	11	1 382	70	13	11
594	Miscellaneous shopping goods stores -----	20	4 191	625	155	112
5992	Florists -----	2	(D)	(D)	(D)	(D)

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC's 592, 594, and 5992.

Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 ¹		
		Central business district	City	Standard metropolitan statistical area
	Chattanooga			
	Retail stores ² -----	-19.9	41.8	52.5
52	Building materials, hardware, garden supply, and mobile home dealers -----	50.4	38.1	51.4
525	Hardware stores -----	(D)	20.6	98.8
52 ex. 525	Other -----	55.2	(D)	43.9
53	General merchandise group stores -----	-37.2	16.4	46.5
531	Department stores ³ -----	-35.9	12.1	48.2
533	Variety stores -----	(D)	(D)	-9.2
539	Miscellaneous general merchandise stores -----	(D)	(D)	170.1
54	Food stores ⁴ -----	(D)	23.9	44.4
541	Grocery stores -----	(NA)	22.1	43.3
55 ex. 554	Automotive dealers -----	(D)	56.3	52.6
554	Gasoline service stations -----	(D)	64.7	81.9
56	Apparel and accessory stores -----	18.5	65.5	56.1
561	Men's and boys' clothing and furnishings stores -----	-9.1	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	-13.9	32.9	39.5
562	Women's ready-to-wear stores -----	(D)	(D)	45.9
565	Family clothing stores -----	(D)	(D)	180.2
566	Shoe stores -----	-33.3	(D)	(D)
564, 9	Other apparel and accessory stores -----	68.4	(D)	89.1
57	Furniture, home furnishings, and equipment stores -----	-13.2	36.1	42.7
5712	Furniture stores -----	-21.2	11.6	17.2
5713, 4, 9	Home furnishings stores -----	-20.7	129.7	81.6
572, 3	Household appliance, radio, television, and music stores -----	47.0	58.9	83.7
58	Eating and drinking places -----	2.5	77.6	83.1
5812	Eating places -----	(D)	78.2	83.5
5813	Drinking places (alcoholic beverages) -----	(D)	70.4	76.1
591	Drug and proprietary stores -----	11.1	(D)	26.5
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	-5.0	(D)	49.8
592	Liquor stores -----	-63.9	-2.2	17.5
594	Miscellaneous shopping goods stores -----	22.6	107.2	88.5
5992	Florists -----	12.1	30.8	56.1

¹Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

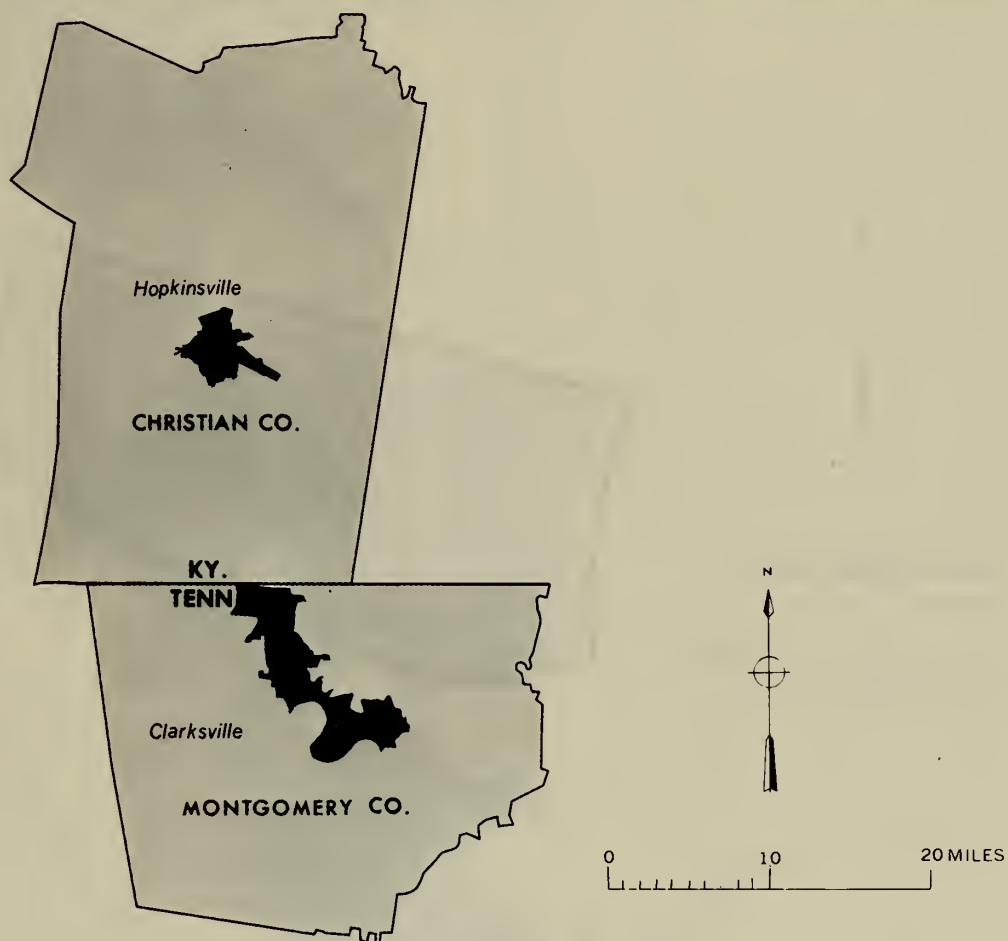
SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	Chattanooga					
	Retail stores ¹ -----	8.3	4.7	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	(D)	(D)	5.4	5.5
525	Hardware stores -----	-	-	-	0.3	1.0
52 ex. 525	Other -----	(D)	(D)	(D)	5.1	4.5
53	General merchandise group stores -----	23.4	13.8	41.2	14.6	14.1
531	Department stores ² -----	26.8	15.9	38.0	11.8	11.3
533	Variety stores -----	17.5	(D)	(D)	(D)	1.3
539	Miscellaneous general merchandise stores -----	(D)	(D)	(D)	(D)	1.5
54	Food stores ³ -----	0.8	0.3	1.5	15.2	22.3
541	Grocery stores -----	(D)	(D)	(D)	14.6	21.6
55 ex. 554	Automotive dealers -----	(D)	(D)	(D)	32.0	23.3
554	Gasoline service stations -----	(D)	(D)	(D)	6.5	9.6
56	Apparel and accessory stores -----	27.4	17.0	16.4	4.9	4.5
561	Men's and boys' clothing and furnishings stores -----	(D)	(D)	3.9	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	22.4	13.4	4.5	1.6	1.6
562	Women's ready-to-wear stores -----	18.9	(D)	(D)	(D)	1.5
565	Family clothing stores -----	31.1	(D)	(D)	(D)	1.5
566	Shoe stores -----	12.4	7.5	1.0	0.7	0.7
564, 9	Other apparel and accessory stores -----	(D)	20.5	(D)	0.2	(D)
57	Furniture, home furnishings, and equipment stores -----	27.3	15.2	13.2	4.0	4.1
5712	Furniture stores -----	39.3	22.2	9.7	2.0	2.1
5713, 4, 9	Home furnishings stores -----	(D)	(D)	(D)	0.6	0.6
572, 3	Household appliance, radio, television, and music stores -----	(D)	(D)	(D)	1.3	1.4
58	Eating and drinking places -----	6.3	3.8	5.8	7.6	7.2
5812	Eating places -----	(D)	(D)	(D)	7.1	6.9
5813	Drinking places (alcoholic beverages) -----	(D)	(D)	(D)	0.5	0.3
591	Drug and proprietary stores -----	(D)	7.5	4.7	(D)	2.9
59 ex. 591, 6	Miscellaneous retail stores ⁴ -----	(D)	8.0	11.0	(D)	6.5
592	Liquor stores -----	2.9	2.3	0.8	2.3	1.6
594	Miscellaneous shopping goods stores -----	25.2	14.5	8.3	2.7	2.7
5992	Florists -----	(D)	(D)	(D)	0.4	0.4

¹Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

²Includes sales from catalog order desks.

³Includes data not covered by SIC 541.

⁴Includes data not covered by SIC's 592, 594, and 5992.

CLARKSVILLE-HOPKINSVILLE**Standard Metropolitan Statistical Area**

CLARKSVILLE-HOPKINSVILLE

Clarksville
Central Business District



CLARKSVILLE-HOPKINSVILLE

Central Cities



Table 1. Statistics by Kind of Business for Central Business Districts in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district
	Retail stores:^{1 2}			
	Number -----	1 135	560	81
	Sales (\$1,000) -----	449 408	251 763	50 597
	Payroll entire year (\$1,000) -----	49 477	(D)	4 804
	Paid employees for week including March 12 ---	7 772	(D)	613
54, 58, 591	Convenience goods stores:			
	Number -----	384	189	15
	Sales (\$1,000) -----	(D)	65 390	6 708
53, 56, 57; 594	Shopping goods stores (GAF):³			
	Number -----	305	163	39
	Sales (\$1,000) -----	113 008	64 176	7 952
52, 55, 59, ex. 591, 4, 6	All other stores:			
	Number -----	446	208	27
	Sales (\$1,000) -----	(D)	122 197	35 937
	Number of Establishments			
	Retail stores^{1 2} -----	1 135	560	81
52	Building materials, hardware, garden supply, and mobile home dealers -----	47	24	1
525	Hardware stores -----	11	5	1
52 ex. 525	Other -----	36	19	-
53	General merchandise group stores -----	43	19	2
531	Department stores ⁴ -----	12	7	-
533	Variety stores -----	13	6	-
539	Miscellaneous general merchandise stores -----	18	6	2
54	Food stores⁵ -----	160	65	3
541	Grocery stores -----	140	56	3
55 ex. 554	Automotive dealers -----	121	65	9
554	Gasoline service stations -----	140	63	7
56	Apparel and accessory stores -----	91	44	11
561	Men's and boys' clothing and furnishings stores --	17	6	1
562, 3, 8	Women's clothing and specialty stores and furriers -----	36	17	4
562	Women's ready-to-wear stores -----	30	13	4
565	Family clothing stores -----	8	5	3
566	Shoe stores -----	19	11	3
564, 9	Other apparel and accessory stores -----	11	5	-
57	Furniture, home furnishings, and equipment stores -----	103	82	13
5712	Furniture stores -----	36	24	9
5713, 4, 9	Home furnishings stores -----	24	14	-
572, 3	Household appliance, radio, television, and music stores -----	43	24	4
58	Eating and drinking places -----	196	112	10
5812	Eating places -----	161	89	8
5813	Drinking places (alcoholic beverages) -----	35	23	2
591	Drug and proprietary stores -----	28	12	2
59 ex. 591, 6	Miscellaneous retail stores⁶ -----	206	94	23
592	Liquor stores -----	34	8	1
594	Miscellaneous shopping goods stores -----	68	38	13
5992	Florists -----	15	8	3

¹Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

²For all establishments, including those with no payroll.

³Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

⁴Includes sales from catalog order desks.

⁵Includes data not covered by SIC 541.

⁶Includes data not covered by SIC's 592, 594, and 5992.

Table 2. **Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1977**

Table 2 omitted for this SMSA because there were no central business districts with 100 retail establishments or more in 1977

Table 3. Statistics by Kind of Business for Central Cities In the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Clarksville					
	Retail stores ² -----	560	251 763	(D)	(D)	(D)
52	Building materials, hardware, garden supply, and mobile home dealers -----	24	(D)	(D)	(D)	(D)
525	Hardware stores -----	5	(D)	91	25	23
52 ex. 525	Other -----	19	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	19	39 701	(D)	(D)	(D)
531	Department stores ³ -----	7	30 826	4 361	949	643
533	Variety stores -----	8	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	8	(D)	(D)	(D)	(D)
54	Food stores ⁴ -----	65	40 986	3 427	812	480
541	Grocery stores -----	58	40 471	3 360	796	461
55 ex. 554	Automotive dealers -----	65	(D)	(D)	(D)	(D)
554	Gasoline service stations -----	83	15 770	922	242	172
56	Apparel and accessory stores -----	44	(D)	(D)	(D)	(D)
561	Men's and boys' clothing and furnishings stores -----	8	1 099	161	37	32
562, 3, 8	Women's clothing and specialty stores and furriers -----	17	(D)	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	13	(D)	488	109	87
565	Family clothing stores -----	5	(D)	(D)	(D)	(D)
566	Shoe stores -----	11	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	5	(D)	65	15	14
57	Furniture, home furnishings, and equipment stores -----	82	(D)	1 725	377	216
5712	Furniture stores -----	24	5 744	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	14	1 941	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	24	(D)	651	163	95
58	Eating and drinking places -----	112	(D)	4 110	964	1 367
5812	Eating places -----	89	17 345	3 882	905	1 258
5813	Drinking places (alcoholic beverages) -----	23	(D)	228	59	109
591	Drug and proprietary stores -----	12	(D)	(D)	(D)	(D)
59 ex. 591, 8	Miscellaneous retail stores ⁵ -----	94	12 885	(D)	(D)	(D)
592	Liquor stores -----	8	3 581	194	42	29
594	Miscellaneous shopping goods stores -----	38	(D)	665	153	118
5992	Florists -----	8	(D)	142	37	25

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
Clarksville-Hopkinsville, Tenn.-Ky., SMSA						
	Retail stores²-----	1 135	449 408	49 477	11 421	7 772
52	Building materials, hardware, garden supply, and mobile home dealers -----	47	33 923	3 694	775	340
525	Hardware stores -----	11	1 948	175	47	38
52 ex. 525	Other -----	36	31 975	3 519	728	302
53	General merchandise group stores -----	43	65 418	9 224	2 072	1 480
531	Department stores ³ -----	12	50 591	7 207	1 616	1 056
533	Variety stores -----	13	(D)	1 462	327	306
539	Miscellaneous general merchandise stores -----	18	(D)	555	129	118
54	Food stores⁴-----	160	81 099	6 570	1 528	984
541	Grocery stores -----	140	79 645	6 393	1 489	937
55 ex. 554	Automotive dealers -----	121	125 622	10 813	2 579	952
554	Gasoline service stations -----	140	31 092	2 005	506	366
56	Apparel and accessory stores -----	91	18 848	2 418	562	444
561	Men's and boys' clothing and furnishings stores -----	17	3 583	568	146	116
562, 3, 8	Women's clothing and specialty stores and furriers -----	36	7 717	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	30	7 365	1 047	241	173
565	Family clothing stores -----	8	(D)	185	45	45
566	Shoe stores -----	19	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	11	(D)	109	29	23
57	Furniture, home furnishings, and equipment stores -----	103	22 220	2 977	636	355
5712	Furniture stores -----	36	10 684	1 580	318	165
5713, 4, 9	Home furnishings stores -----	24	(D)	347	69	45
572, 3	Household appliance, radio, television, and music stores -----	43	(D)	1 050	249	145
58	Eating and drinking places -----	196	30 687	6 607	1 522	2 048
5812	Eating places -----	161	26 013	6 179	1 425	1 887
5813	Drinking places (alcoholic beverages) -----	35	2 674	428	97	161
591	Drug and proprietary stores -----	28	(D)	1 692	399	238
59 ex. 591, 6	Miscellaneous retail stores⁵ -----	206	(D)	3 477	642	565
592	Liquor stores -----	34	(D)	997	227	131
594	Miscellaneous shopping goods stores -----	68	8 522	1 077	237	189
5992	Florists -----	15	1 736	369	108	82

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972

Table 5 omitted because there were no central business districts with 100 retail establishments or more in the Clarksville-Hopkinsville SMSA in 1972

Table 6. **Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

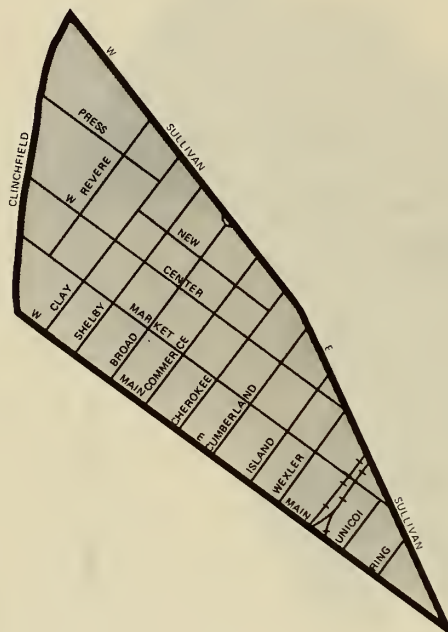
Table 6 omitted because there were no central business districts with 100 retail establishments or more in the Clarksville-Hopkinsville SMSA in 1977

Table 7. **Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

Table 7 omitted because there were no central business districts with 100 retail establishments or more in the Clarksville-Hopkinsville SMSA in 1977

JOHNSON CITY-KINGSPORT-BRISTOL**Standard Metropolitan Statistical Area**

JOHNSON CITY-KINGSPORT-BRISTOL

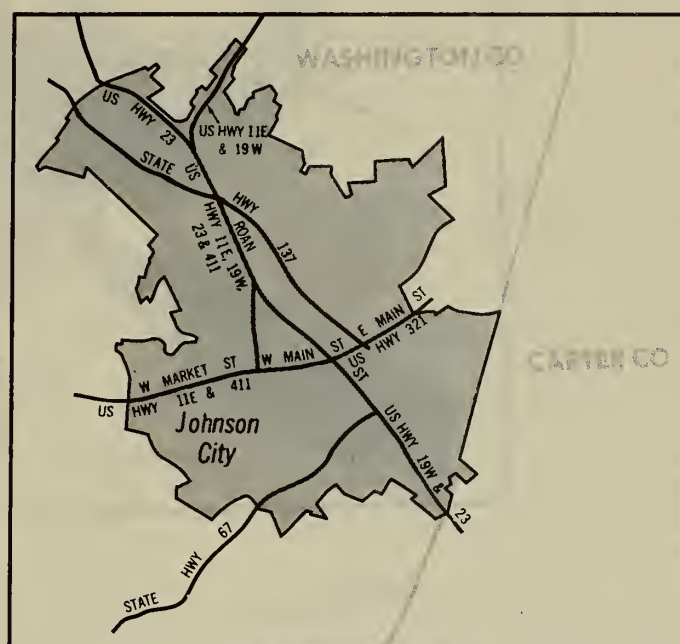
Kingsport
Central Business District

Comprising Census Tract 401

0 1000 2000 3000 FEET

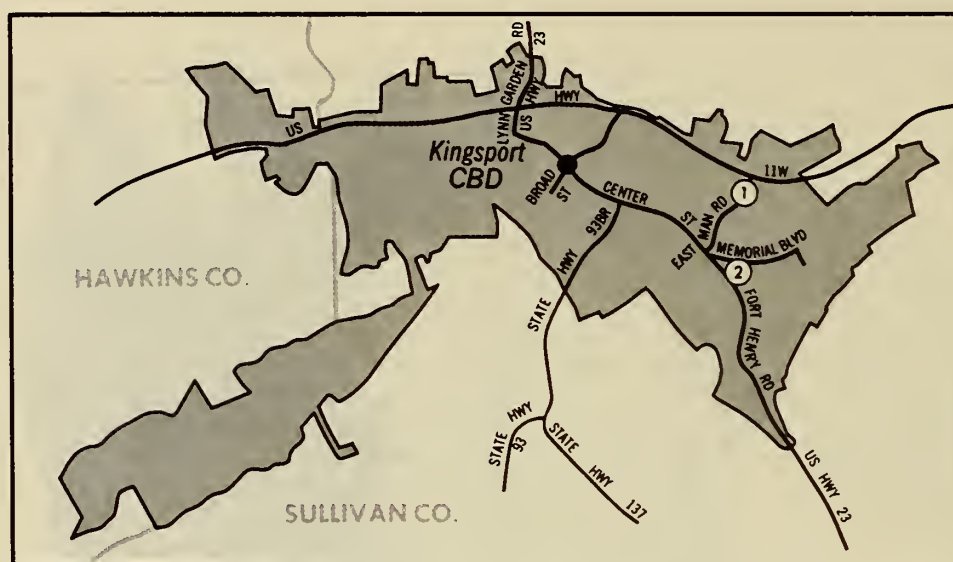
JOHNSON CITY-KINGSPORT-BRISTOL

Johnson City
Central City



Central City

0 1 2 3 MILES

JOHNSON CITY-KINGSPORT-BRISTOL**Kingsport**
Major Retail Centers

- Central Business District
- ① Major Retail Centers (boundary descriptions are in appendix E)
- Central City

JOHNSON CITY-KINGSPORT-BRISTOL


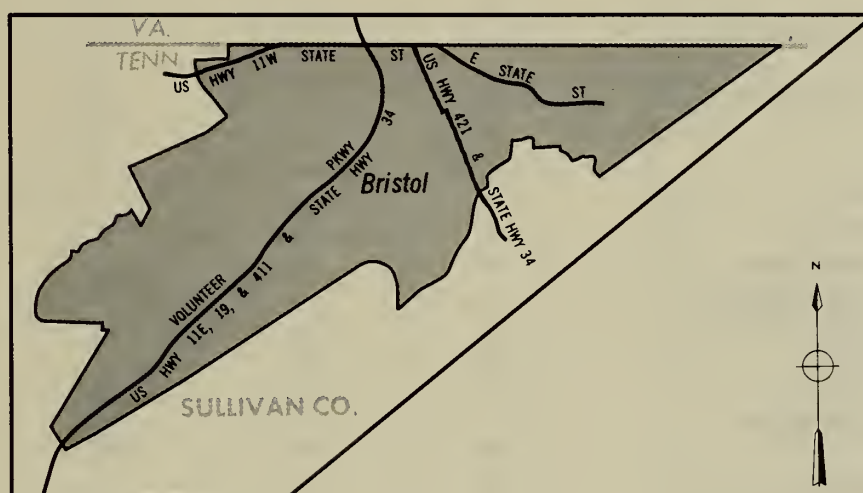
Bristol
Central City Central City

Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail centers	
					No. 1	No. 2
	Retail stores:^{1 2}					
	Number -----	3 319	574	85	70	66
	Sales (\$1,000) -----	1 255 886	(D)	35 515	77 330	44 901
	Payroll entire year (\$1,000) -----	131 114	(D)	4 611	8 174	8 380
	Paid employees for week including March 12 ---	20 501	(D)	682	1 279	1 209
54, 58, 591	Convenience goods stores:					
	Number -----	1 142	187	19	22	11
	Sales (\$1,000) -----	(D)	(D)	5 835	19 516	3 952
53, 56, 57; 594	Shopping goods stores (GAF):³					
	Number -----	885	181	40	26	48
	Sales (\$1,000) -----	308 852	(D)	12 408	29 548	40 088
52, 55, 59, ex. 591, 4, 6	All other stores:					
	Number -----	1 292	206	26	22	7
	Sales (\$1,000) -----	(D)	(D)	17 272	28 266	861
	Number of Establishments					
	Retail stores ^{1 2} -----	3 319	574	85	70	66
52	Building materials, hardware, garden supply, and mobile home dealers -----	171	30	9	2	-
525	Hardware stores -----	40	3	2	-	-
52 ex. 525	Other -----	131	27	7	2	-
53	General merchandise group stores -----	117	20	7	3	3
531	Department stores ⁴ -----	23	8	-	3	3
533	Variety stores -----	41	5	3	-	-
539	Miscellaneous general merchandise stores -----	53	7	4	-	-
54	Food stores ⁵ -----	628	99	5	4	5
541	Grocery stores -----	557	82	4	4	-
55 ex. 554	Automotive dealers -----	352	55	6	9	-
554	Gasoline service stations -----	367	54	3	7	1
56	Apparel and accessory stores -----	251	56	10	11	25
561	Men's and boys' clothing and furnishings stores --	38	9	3	1	5
562, 3, 8	Women's clothing and specialty stores and furriers -----	95	22	2	3	13
562	Women's ready-to-wear stores -----	86	20	2	3	12
565	Family clothing stores -----	42	6	1	1	2
566	Shoe stores -----	53	10	2	5	3
564, 9	Other apparel and accessory stores -----	23	9	2	1	2
57	Furniture, home furnishings, and equipment stores -----	261	48	16	5	5
5712	Furniture stores -----	98	20	10	-	-
5713, 4, 9	Home furnishings stores -----	58	6	1	-	1
572, 3	Household appliance, radio, television, and music stores -----	105	22	5	5	4
58	Eating and drinking places -----	429	72	11	17	6
5812	Eating places -----	398	71	11	17	6
5813	Drinking places (alcoholic beverages) -----	31	1	-	-	-
591	Drug and proprietary stores -----	85	16	3	1	-
59 ex. 591, 6	Miscellaneous retail stores ⁶ -----	658	124	15	11	21
592	Liquor stores -----	58	10	-	1	-
594	Miscellaneous shopping goods stores -----	256	57	7	7	15
5992	Florists -----	70	7	1	-	1

¹Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

²For all establishments, including those with no payroll.

³Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

⁴Includes sales from catalog order desks.

⁵Includes data not covered by SIC 541.

⁶Includes data not covered by SIC's 592, 594, and 5992.

Table 2. **Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977**

Table 2 omitted for this SMSA because
there were no major retail centers or
central business districts with 100
retail establishments or more in 1977

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Kingsport					
	Retail stores² -----	574	(D)	(D)	(D)	(D)
52	Building materials, hardware, garden supply, and mobile home dealers -----	30	20 000	2 155	455	265
525	Hardware stores -----	3	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	27	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	20	67 876	10 328	2 297	1 397
531	Department stores ³ -----	8	58 030	9 449	2 085	1 227
533	Variety stores -----	5	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	7	(D)	(D)	(D)	(D)
54	Food stores⁴ -----	99	58 445	5 029	1 191	833
541	Grocery stores -----	82	55 940	4 712	1 114	746
55 ex. 554	Automotive dealers -----	55	65 668	5 465	1 565	502
554	Gasoline service stations -----	54	17 929	1 009	250	186
56	Apparel and accessory stores -----	56	(D)	2 390	624	459
561	Men's and boys' clothing and furnishings stores -----	9	2 018	338	85	57
562, 3, 8	Women's clothing and specialty stores and furriers -----	22	(D)	1 159	292	236
562	Women's ready-to-wear stores -----	20	(D)	(D)	(D)	(D)
565	Family clothing stores -----	6	(D)	(D)	(D)	(D)
566	Shoe stores -----	10	2 050	261	65	47
564, 9	Other apparel and accessory stores -----	9	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	48	12 523	1 658	366	200
5712	Furniture stores -----	20	(D)	790	163	91
5713, 4, 9	Home furnishings stores -----	6	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	22	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	72	21 417	4 610	1 070	1 073
5812	Eating places -----	71	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	1	(D)	(D)	(D)	(D)
591	Drug and proprietary stores -----	16	(D)	829	184	124
59 ex. 591, 6	Miscellaneous retail stores⁵ -----	124	(D)	(D)	(D)	(D)
592	Liquor stores -----	10	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	57	5 936	892	227	174
5992	Florists -----	7	(D)	(D)	(D)	(D)

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
Johnson City-Kingsport-Bristol, Tenn.-Va., SMSA						
	Retail stores²-----	3 319	1 255 886	131 114	31 031	20 501
52	Building materials, hardware, garden supply, and mobile home dealers -----	171	111 084	10 865	2 724	1 204
525	Hardware stores -----	40	9 820	1 119	260	194
52 ex. 525	Other -----	131	101 264	9 746	2 464	1 010
53	General merchandise group stores -----	117	174 713	23 793	5 348	3 714
531	Department stores ³ -----	23	142 115	20 485	4 543	3 035
533	Variety stores -----	41	14 898	1 951	472	421
539	Miscellaneous general merchandise stores -----	53	17 700	1 357	331	258
54	Food stores⁴ -----	828	275 099	20 954	4 948	3 552
541	Grocery stores -----	557	267 614	20 198	4 751	3 343
55 ex. 554	Automotive dealers -----	352	306 409	25 473	6 109	2 396
554	Gasoline service stations -----	367	101 838	5 856	1 382	1 030
56	Apparel and accessory stores -----	251	56 430	7 470	1 950	1 441
561	Men's and boys' clothing and furnishings stores -----	38	(D)	1 095	329	174
562, 3, 8	Women's clothing and specialty stores and furriers -----	95	22 718	3 094	794	636
562	Women's ready-to-wear stores -----	86	21 881	3 031	774	617
565	Family clothing stores -----	42	16 593	1 942	478	383
566	Shoe stores -----	53	7 492	982	244	173
564, 9	Other apparel and accessory stores -----	23	(D)	357	105	75
57	Furniture, home furnishings, and equipment stores -----	261	53 024	8 820	1 544	890
5712	Furniture stores -----	98	26 065	3 445	776	427
5713, 4, 9	Home furnishings stores -----	58	7 882	1 032	232	142
572, 3	Household appliance, radio, television, and music stores -----	105	19 077	2 143	536	321
58	Eating and drinking places -----	429	80 029	18 630	4 179	4 322
5812	Eating places -----	398	77 000	18 198	4 104	4 234
5813	Drinking places (alcoholic beverages) -----	31	3 029	432	75	88
591	Drug and proprietary stores -----	85	(D)	4 499	1 047	668
59 ex. 591, 6	Miscellaneous retail stores⁵ -----	658	(D)	7 154	1 802	1 284
592	Liquor stores -----	58	18 312	1 442	359	207
594	Miscellaneous shopping goods stores -----	256	24 685	3 136	773	580
5992	Florists -----	70	4 816	915	237	185

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972

Table 5 omitted because there were no central business districts with 100 retail establishments or more in the Johnson City-Kingsport SMSA in 1972

Table 6. **Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business**

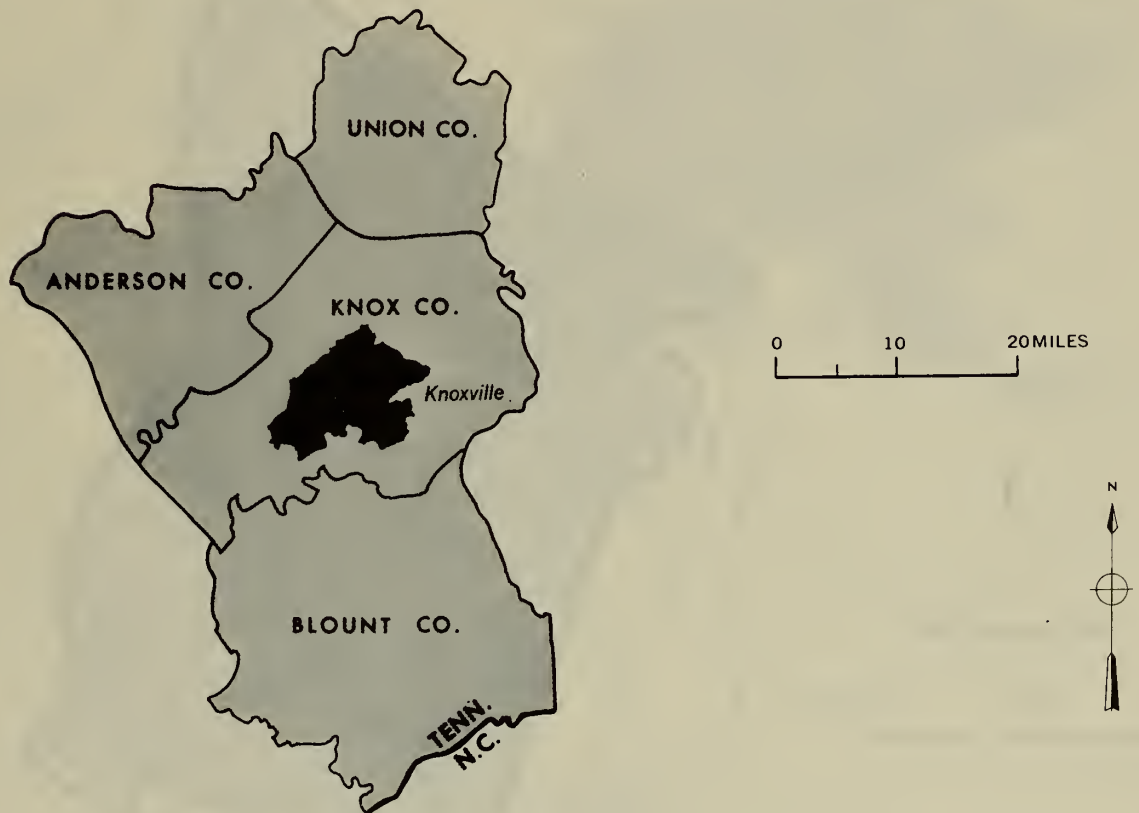
Table 6 omitted because there were no central business districts with 100 retail establishments or more in the Johnson City-Kingsport SMSA in 1977

Table 7. **Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977**

Table 7 omitted because there were no central business districts with 100 retail establishments or more in the Johnson City-Kingsport SMSA in 1977

KNOXVILLE

Standard Metropolitan Statistical Area



KNOXVILLE

Central Business District

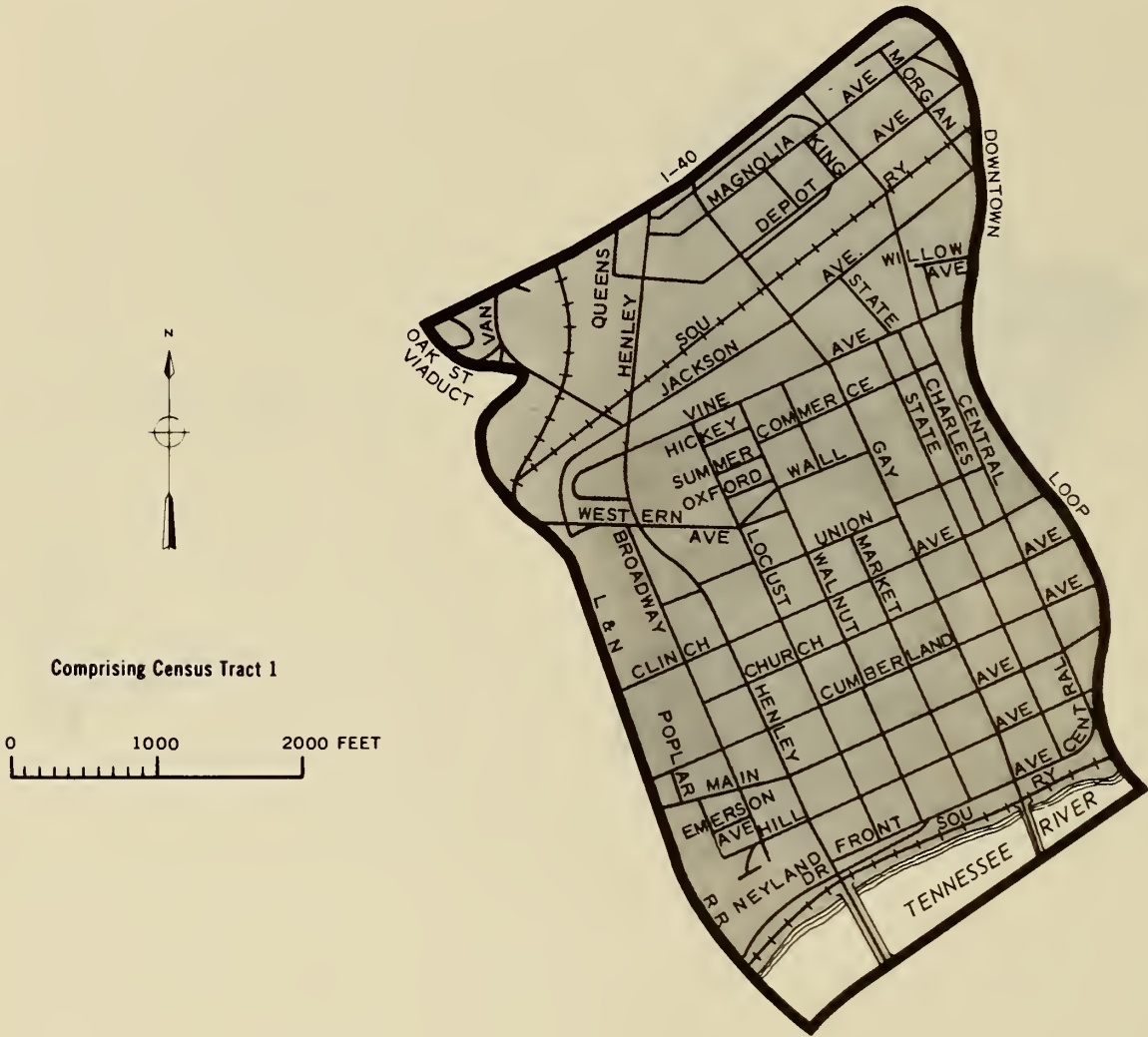


Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail centers	
					No. 1	No. 2
	Retail stores:^{1 2}					
	Number -----	3 780	2 178	166	41	63
	Sales (\$1,000) -----	1 633 466	(D)	62 107	35 300	46 595
	Payroll entire year (\$1,000) -----	180 049	120 717	13 668	5 551	5 853
	Paid employees for week including March 12 ---	27 990	18 677	2 092	665	875
54, 58, 591	Convenience goods stores:					
	Number -----	1 289	741	56	9	14
	Sales (\$1,000) -----	500 101	289 202	9 461	788	16 268
53, 56, 57; 594	Shopping goods stores (GAF):³					
	Number -----	1 012	595	72	13	32
	Sales (\$1,000) -----	454 535	(D)	46 615	30 525	25 797
52, 55, 59, ex. 591, 4, 6	All other stores:					
	Number -----	1 479	842	38	19	17
	Sales (\$1,000) -----	878 830	(D)	6 031	3 987	4 530
	Number of Establishments					
	Retail stores ^{1 2} -----	3 780	2 178	166	41	63
52	Building materials, hardware, garden supply, and mobile home dealers -----	188	101	4	1	4
525	Hardware stores -----	48	21	1	-	1
52 ex. 525	Other -----	140	80	3	1	3
53	General merchandise group stores -----	101	48	6	2	6
531	Department stores ⁴ -----	28	14	3	1	3
533	Variety stores -----	37	17	1	-	2
539	Miscellaneous general merchandise stores -----	38	17	2	1	1
54	Food stores⁵ -----	565	297	6	1	5
541	Grocery stores -----	479	241	5	1	3
55 ex. 554	Automotive dealers -----	399	214	4	8	5
554	Gasoline service stations -----	391	207	5	2	2
56	Apparel and accessory stores -----	260	168	20	1	12
561	Men's and boys' clothing and furnishings stores --	37	30	7	-	-
562, 3, 8	Women's clothing and specialty stores and furriers -----	99	82	4	-	6
562	Women's ready-to-wear stores -----	89	54	4	-	5
565	Family clothing stores -----	38	23	4	-	2
566	Shoe stores -----	52	34	4	1	3
564, 9	Other apparel and accessory stores -----	34	19	1	-	1
57	Furniture, home furnishings, and equipment stores -----	318	190	23	9	4
5712	Furniture stores -----	104	63	15	3	2
5713, 4, 9	Home furnishings stores -----	87	54	1	4	-
572, 3	Household appliance, radio, television, and music stores -----	127	73	7	2	2
58	Eating and drinking places -----	611	380	45	7	8
5812	Eating places -----	528	331	35	4	8
5813	Drinking places (alcoholic beverages) -----	83	49	10	3	-
591	Drug and proprietary stores -----	113	64	5	1	1
59 ex. 591, 6	Miscellaneous retail stores⁶ -----	834	509	48	9	16
592	Liquor stores -----	111	86	4	2	-
594	Miscellaneous shopping goods stores -----	333	189	23	1	10
5992	Florists -----	73	39	3	1	1

See footnotes at end of table.

Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Major retail centers—Con.				
		No. 3	No. 4	No. 5	No. 6	No. 7
	Retail stores:^{1 2}					
	Number -----	55	76	30	23	180
	Sales (\$1,000) -----	47 147	49 746	26 817	7 220	153 314
	Payroll entire year (\$1,000) -----	5 599	7 151	2 873	971	19 778
	Paid employees for week including March 12 ---	875	1 070	499	165	3 176
54, 58, 591	Convenience goods stores:					
	Number -----	17	21	10	5	43
	Sales (\$1,000) -----	21 641	20 658	8 994	1 174	21 997
53, 56, 57; 594	Shopping goods stores (GAF):³					
	Number -----	19	41	6	13	114
	Sales (\$1,000) -----	21 130	26 202	12 556	5 874	123 515
52, 55, 59, ex. 591, 4, 6	All other stores:					
	Number -----	19	14	14	5	23
	Sales (\$1,000) -----	4 376	2 886	5 267	172	7 802
	Number of Establishments					
	Retail stores^{1 2} -----	55	76	30	23	180
52	Building materials, hardware, garden supply, and mobile home dealers -----	4	4	-	-	2
525	Hardware stores -----	1	1	-	-	-
52 ex. 525	Other -----	3	3	-	-	2
53	General merchandise group stores -----	4	7	2	1	6
531	Department stores ⁴ -----	2	3	1	1	4
533	Variety stores -----	-	2	-	-	-
539	Miscellaneous general merchandise stores -----	2	2	1	-	2
54	Food stores⁵ -----	7	7	3	2	15
541	Grocery stores -----	5	4	3	1	8
55 ex. 554	Automotive dealers -----	7	2	6	-	1
554	Gasoline service stations -----	4	1	3	-	9
56	Apparel and accessory stores -----	5	11	-	4	53
561	Men's and boys' clothing and furnishings stores --	-	-	-	1	12
562, 3, 8	Women's clothing and specialty stores and furriers -----	1	4	-	2	16
562	Women's ready-to-wear stores -----	1	4	-	2	15
565	Family clothing stores -----	-	1	-	-	8
566	Shoe stores -----	2	3	-	1	13
564, 9	Other apparel and accessory stores -----	2	3	-	-	4
57	Furniture, home furnishings, and equipment stores -----	5	8	3	4	23
5712	Furniture stores -----	-	2	-	1	4
5713, 4, 9	Home furnishings stores -----	1	1	-	-	3
572, 3	Household appliance, radio, television, and music stores -----	4	5	3	3	16
58	Eating and drinking places -----	7	12	6	2	25
5812	Eating places -----	7	12	5	2	25
5813	Drinking places (alcoholic beverages) -----	-	-	1	-	-
591	Drug and proprietary stores -----	3	2	1	1	3
59 ex. 591, 6	Miscellaneous retail stores⁶ -----	9	22	6	9	43
592	Liquor stores -----	-	1	3	-	3
594	Miscellaneous shopping goods stores -----	5	15	1	4	32
5992	Florists -----	1	-	-	1	2

¹Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

²For all establishments, including those with no payroll.

³Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

⁴Includes sales from catalog order desks.

⁵Includes data not covered by SIC 541.

⁶Includes data not covered by SIC's 592, 594, and 5992.

Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Knoxville CBD					
	Retail stores² -----	166	62 107	13 668	3 117	2 092
52	Building materials, hardware, garden supply, and mobile home dealers -----	4	(D)	(D)	(D)	(D)
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	3	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	6	22 352	7 054	1 533	1 065
531	Department stores ³ -----	3	(D)	(D)	(D)	(D)
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	2	(D)	(D)	(D)	(D)
54	Food stores⁴ -----	6	3 414	294	70	66
541	Grocery stores -----	5	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	4	(D)	(D)	(D)	(D)
554	Gasoline service stations -----	5	1 338	96	23	15
56	Apparel and accessory stores -----	20	7 936	1 275	233	159
561	Men's and boys' clothing and furnishings stores -----	7	2 946	729	127	68
562, 3, 8	Women's clothing and specialty stores and furriers -----	4	1 052	136	31	23
562	Women's ready-to-wear stores -----	4	1 052	136	31	23
565	Family clothing stores -----	4	(D)	(D)	(D)	(D)
566	Shoe stores -----	4	(D)	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	1	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	23	8 092	1 445	383	168
5712	Furniture stores -----	15	5 164	744	215	80
5713, 4, 9	Home furnishings stores -----	1	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	7	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	45	3 791	968	238	241
5812	Eating places -----	35	3 216	864	204	213
5813	Drinking places (alcoholic beverages) -----	10	575	104	34	28
591	Drug and proprietary stores -----	5	2 256	334	84	76
59 ex. 591, 6	Miscellaneous retail stores⁵ -----	48	11 282	1 948	498	282
592	Liquor stores -----	4	405	33	8	10
594	Miscellaneous shopping goods stores -----	23	8 235	1 383	358	169
5992	Florists -----	3	(D)	(D)	(D)	(D)

Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
MRC No. 7						
	Retail stores²-----	180	153 314	19 778	4 485	3 178
52	Building materials, hardware, garden supply, and mobile home dealers -----	2	(D)	(D)	(D)	(D)
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	2	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	8	73 570	9 348	2 055	1 333
531	Department stores ³ -----	4	(D)	(D)	(D)	(D)
533	Variety stores -----	-	-	-	-	-
539	Miscellaneous general merchandise stores -----	2	(D)	(D)	(D)	(D)
54	Food stores⁴ -----	15	8 826	1 024	277	177
541	Grocery stores -----	8	6 912	732	191	90
55 ex. 554	Automotive dealers -----	1	(D)	(D)	(D)	(D)
554	Gasoline service stations -----	9	4 367	393	98	56
56	Apparel and accessory stores -----	53	26 305	2 861	664	520
561	Men's and boys' clothing and furnishings stores -----	12	4 457	577	131	83
562, 3, 8	Women's clothing and specialty stores and furriers -----	16	7 784	785	177	138
562	Women's ready-to-wear stores -----	15	(D)	(D)	(D)	(D)
565	Family clothing stores -----	8	10 275	996	242	223
566	Shoe stores -----	13	3 324	431	96	63
564, 9	Other apparel and accessory stores -----	4	465	72	18	13
57	Furniture, home furnishings, and equipment stores -----	23	11 018	1 512	387	172
5712	Furniture stores -----	4	3 283	599	180	65
5713, 4, 9	Home furnishings stores -----	3	1 581	175	37	29
572, 3	Household appliance, radio, television, and music stores -----	16	8 154	738	170	78
58	Eating and drinking places -----	25	10 679	2 816	552	588
5812	Eating places -----	25	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	-	(D)	(D)	(D)	(D)
591	Drug and proprietary stores -----	3	2 492	346	87	71
59 ex. 591, 6	Miscellaneous retail stores⁵ -----	43	15 013	1 556	337	243
592	Liquor stores -----	3	1 072	44	10	9
594	Miscellaneous shopping goods stores -----	32	12 622	1 250	279	187
5992	Florists -----	2	(D)	(D)	(D)	(D)

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
Knoxville						
	Retail stores² -----	2 178	(D)	120 717	27 730	18 677
52	Building materials, hardware, garden supply, and mobile home dealers -----	101	63 680	5 979	1 302	617
525	Hardware stores -----	21	3 764	(D)	(D)	(D)
52 ex. 525	Other -----	80	59 916	(D)	(D)	(D)
53	General merchandise group stores -----	48	(D)	28 274	6 304	4 186
531	Department stores ³ -----	14	166 211	26 045	5 792	3 798
533	Variety stores -----	17	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	17	(D)	(D)	(D)	(D)
54	Food stores⁴ -----	297	174 200	15 961	3 771	2 313
541	Grocery stores -----	241	165 945	14 840	3 485	2 055
55 ex. 554	Automotive dealers -----	214	213 064	19 965	4 626	1 806
554	Gasoline service stations -----	207	74 305	4 733	1 172	783
56	Apparel and accessory stores -----	168	52 327	6 339	1 431	1 101
561	Men's and boys' clothing and furnishings stores -----	30	9 655	(D)	(D)	(D)
562, 3, 8	Women's clothing and specialty stores and furriers -----	62	15 332	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	54	(D)	1 662	384	312
565	Family clothing stores -----	23	17 778	(D)	(D)	(D)
566	Shoe stores -----	34	6 251	(D)	(D)	(D)
564, 9	Other apparel and accessory stores -----	19	3 311	467	96	87
57	Furniture, home furnishings, and equipment stores -----	190	52 727	6 836	1 638	765
5712	Furniture stores -----	63	25 615	3 304	828	328
5713, 4, 9	Home furnishings stores -----	54	8 570	940	211	135
572, 3	Household appliance, radio, television, and music stores -----	73	18 542	2 592	599	302
58	Eating and drinking places -----	380	86 024	19 842	4 408	5 049
5812	Eating places -----	331	(D)	19 314	4 239	4 886
5813	Drinking places (alcoholic beverages) -----	49	(D)	528	169	163
591	Drug and proprietary stores -----	64	28 978	3 870	913	615
59 ex. 591, 6	Miscellaneous retail stores⁵ -----	509	(D)	8 918	2 165	1 442
592	Liquor stores -----	86	20 515	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	189	36 836	4 579	1 102	680
5992	Florists -----	39	4 202	853	195	163

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
Knoxville, Tenn., SMSA						
	Retail stores² -----	3 780	1 633 466	180 049	41 639	27 990
52	Building materials, hardware, garden supply, and mobile home dealers -----	188	113 438	9 903	2 049	1 036
525	Hardware stores -----	48	9 154	1 068	242	163
52 ex. 525	Other -----	140	104 284	8 835	1 807	873
53	General merchandise group stores -----	101	264 279	37 559	8 340	5 597
531	Department stores ³ -----	28	224 198	33 403	7 366	4 680
533	Variety stores -----	37	(D)	2 001	499	406
539	Miscellaneous general merchandise stores -----	36	(D)	2 155	475	311
54	Food stores⁴ -----	565	328 736	27 829	8 599	4 083
541	Grocery stores -----	479	318 342	26 327	6 223	3 746
55 ex. 554	Automotive dealers -----	399	389 079	32 191	7 532	2 919
554	Gasoline service stations -----	391	138 000	6 471	2 175	1 486
56	Apparel and accessory stores -----	260	67 434	6 413	1 922	1 503
561	Men's and boys' clothing and furnishings stores -----	37	11 135	1 900	401	228
562, 3, 8	Women's clothing and specialty stores and furriers -----	99	22 284	2 663	629	521
562	Women's ready-to-wear stores -----	69	21 441	2 588	607	497
565	Family clothing stores -----	38	20 253	2 001	477	416
566	Shoe stores -----	52	9 572	1 249	285	209
564, 9	Other apparel and accessory stores -----	34	4 190	800	130	129
57	Furniture, home furnishings, and equipment stores -----	318	74 623	9 656	2 265	1 129
5712	Furniture stores -----	104	36 750	4 990	1 189	531
5713, 4, 9	Home furnishings stores -----	87	12 309	1 321	295	181
572, 3	Household appliance, radio, television, and music stores -----	127	25 564	3 345	781	417
58	Eating and drinking places -----	611	120 428	27 612	8 333	7 230
5812	Eating places -----	528	112 602	26 754	6 073	6 993
5813	Drinking places (alcoholic beverages) -----	83	7 826	658	260	237
591	Drug and proprietary stores -----	113	50 937	6 942	1 635	1 066
59 ex. 591, 8	Miscellaneous retail stores⁵ -----	834	106 512	11 473	2 769	1 921
592	Liquor stores -----	111	26 562	1 712	429	315
594	Miscellaneous shopping goods stores -----	333	48 199	5 930	1 435	904
5992	Florists -----	73	6 552	1 261	303	267

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	Knoxville					
	Retail stores² -----	180	71 654	13 627	3 423	2 996
52	Building materials, hardware, garden supply, and mobile home dealers -----	6	2 219	352	85	41
525	Hardware stores -----	3	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	3	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	9	31 360	6 852	1 683	1 616
531	Department stores ³ -----	5	(D)	(D)	(D)	(D)
533	Variety stores -----	2	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	2	(D)	(D)	(D)	(D)
54	Food stores -----	11	1 894	178	68	36
55 ex. 554	Automotive dealers -----	5	1 787	311	86	44
554	Gasoline service stations -----	3	390	37	10	10
56	Apparel and accessory stores -----	38	8 037	1 452	355	275
561	Men's and boys' clothing and furnishings stores -----	11	2 138	347	74	50
562, 3, 8	Women's clothing and specialty stores and furriers -----	9	(D)	(D)	(D)	(D)
562	Women's ready-to-wear stores -----	9	(D)	(D)	(D)	(D)
565	Family clothing stores -----	2	(D)	(D)	(D)	(D)
566	Shoe stores -----	15	1 800	293	78	57
564, 9	Other apparel and accessory stores -----	1	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	20	9 298	1 613	368	273
5712	Furniture stores -----	13	7 656	1 335	307	221
5713, 4, 9	Home furnishings stores -----	2	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	5	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	41	3 788	973	256	301
5812	Eating places -----	31	3 511	934	248	289
5813	Drinking places (alcoholic beverages) -----	10	277	39	8	12
591	Drug and proprietary stores -----	4	1 451	239	56	51
59 ex. 591, 6	Miscellaneous retail stores⁴ -----	43	11 430	1 620	456	349
592	Liquor stores -----	5	713	19	8	11
594	Miscellaneous shopping goods stores -----	16	8 601	1 222	325	235
5992	Florists -----	-	(D)	(D)	(D)	(D)

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC's 592, 594, and 5992.

Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 ¹		
		Central business district	City	Standard metropolitan statistical area
	Knoxville			
	Retail stores ² -----	-13.3	(D)	72.3
52	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	65.5	66.7
525	Hardware stores -----	-93.5	-4.6	40.0
52 ex. 525	Other -----	3.3	73.5	69.5
53	General merchandise group stores -----	-28.7	(D)	68.7
531	Department stores ³ -----	-35.4	64.9	71.0
533	Variety stores -----	-60.8	-18.5	(D)
539	Miscellaneous general merchandise stores -----	(D)	(D)	(D)
54	Food stores ⁴ -----	80.3	46.4	64.4
541	Grocery stores -----	(NA)	44.9	64.7
55 ex. 554	Automotive dealers -----	(D)	80.6	87.3
554	Gasoline service stations -----	243.1	79.4	79.0
56	Apparel and accessory stores -----	-1.3	85.8	86.3
561	Men's and boys' clothing and furnishings stores -----	37.8	(D)	26.2
562, 3, 8	Women's clothing and specialty stores and furriers -----	(D)	94.5	111.3
562	Women's ready-to-wear stores -----	(D)	100.5	121.1
565	Family clothing stores -----	(D)	200.0	131.4
566	Shoe stores -----	(D)	36.7	(D)
564, 9	Other apparel and accessory stores -----	-88.3	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	-13.0	71.7	69.0
5712	Furniture stores -----	-32.5	56.1	56.5
5713, 4, 9	Home furnishings stores -----	-9.1	84.9	75.3
572, 3	Household appliance, radio, television, and music stores -----	99.2	91.9	87.3
58	Eating and drinking places -----	0.1	93.7	90.7
5812	Eating places -----	-8.4	(D)	88.9
5813	Drinking places (alcoholic beverages) -----	107.6	(D)	120.9
591	Drug and proprietary stores -----	55.5	48.6	56.5
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	-1.3	(D)	46.4
592	Liquor stores -----	-43.2	2.4	9.5
594	Miscellaneous shopping goods stores -----	-4.3	89.7	82.7
5992	Florists -----	64.4	54.3	54.5

¹Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	Knoxville					
	Retail stores¹ -----	(D)	3.8	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	(D)	(D)	(D)	6.9
525	Hardware stores -----	(D)	(D)	(D)	(D)	0.6
52 ex. 525	Other -----	(D)	(D)	(D)	(D)	6.4
53	General merchandise group stores -----	(D)	8.5	36.0	18.6	16.2
531	Department stores ² -----	(D)	(D)	(D)	(D)	13.7
533	Variety stores -----	(D)	(D)	(D)	0.6	(D)
539	Miscellaneous general merchandise stores -----	15.8	10.3	(D)	1.7	(D)
54	Food stores³ -----	2.0	1.0	5.5	(D)	20.1
541	Grocery stores -----	(D)	(D)	(D)	(D)	19.5
55 ex. 554	Automotive dealers -----	(D)	(D)	(D)	(D)	22.6
554	Gasoline service stations -----	1.8	1.0	2.2	(D)	8.3
56	Apparel and accessory stores -----	15.2	11.8	12.8	(D)	4.1
561	Men's and boys' clothing and furnishings stores -----	30.5	26.5	4.7	(D)	0.7
562, 3, 8	Women's clothing and specialty stores and furriers -----	6.9	4.7	1.7	(D)	1.4
562	Women's ready-to-wear stores -----	(D)	4.9	1.7	1.4	1.3
565	Family clothing stores -----	(D)	(D)	(D)	(D)	1.2
566	Shoe stores -----	(D)	(D)	(D)	(D)	0.6
564, 9	Other apparel and accessory stores -----	(D)	(D)	(D)	(D)	0.3
57	Furniture, home furnishings, and equipment stores -----	15.3	10.8	13.0	(D)	4.6
5712	Furniture stores -----	20.2	14.1	8.3	(D)	2.2
5713, 4, 9	Home furnishings stores -----	(D)	(D)	(D)	(D)	0.8
572, 3	Household appliance, radio, television, and music stores -----	(D)	(D)	(D)	(D)	1.6
58	Eating and drinking places -----	4.4	3.1	6.1	(D)	7.4
5812	Eating places -----	(D)	2.9	5.2	8.0	6.9
5813	Drinking places (alcoholic beverages) -----	(D)	7.3	0.9	0.5	0.5
591	Drug and proprietary stores -----	7.8	4.4	3.6	(D)	3.1
59 ex. 591, 6	Miscellaneous retail stores⁴ -----	(D)	10.4	18.2	8.1	6.6
592	Liquor stores -----	2.0	1.5	0.7	(D)	1.6
594	Miscellaneous shopping goods stores -----	22.4	17.1	13.3	(D)	3.0
5992	Florists -----	(D)	(D)	(D)	(D)	0.4

¹Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

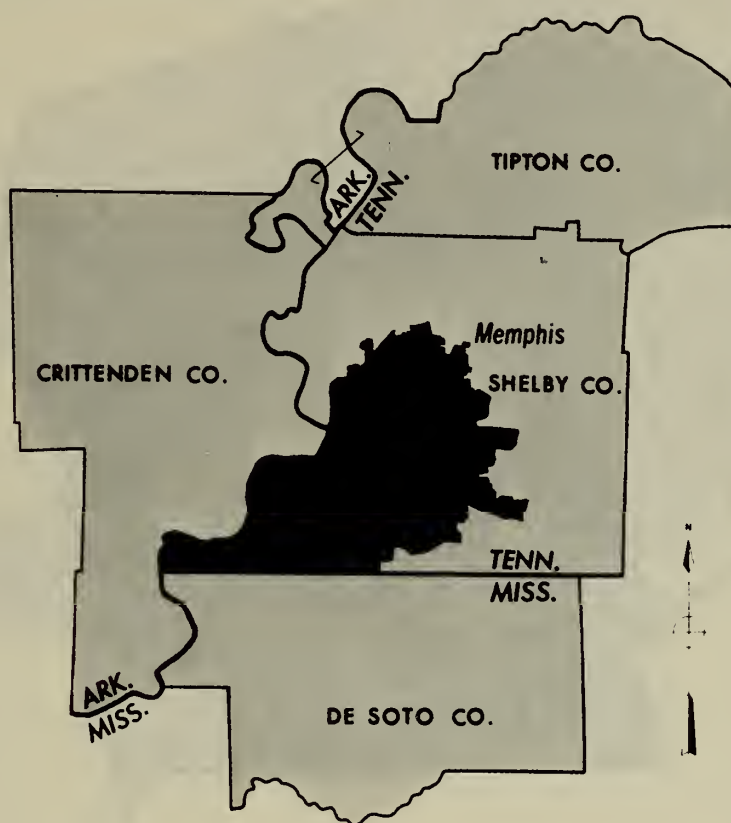
²Includes sales from catalog order desks.

³Includes data not covered by SIC 541.

⁴Includes data not covered by SIC's 592, 594, and 5992.

MEMPHIS

Standard Metropolitan Statistical Area



0 10 20 30 MILES

MEMPHIS

Central Business District



Comprising Census Tracts 41 and 42

0 1000 2000 3000 FEET

MEMPHIS



Nos. 2, 5, 7, 9, 10, 12 and 13 Unassigned

- Central Business District
- ① ① Major Retail Centers (boundary descriptions are in appendix E)
- Central City

Table 1. **Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977**

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail centers						
					No. 1	No. 3	No. 4	No. 6	No. 8	No. 11	No. 14
	Retail stores:^{1 2}										
	Number -----	6 232	4 672	229	28	41	70	58	45	84	86
	Sales (\$1,000) -----	2 896 867	2 405 581	83 605	12 525	33 454	109 371	48 078	26 392	93 298	91 805
	Payroll entire year (\$1,000) -----	337 742	291 327	18 880	1 976	4 554	15 168	5 890	2 941	11 153	12 417
	Paid employees for week including March 12 ---	51 755	44 049	2 799	381	823	2 160	868	493	1 849	1 864
54, 58, 591	Convenience goods stores:										
	Number -----	2 348	1 765	88	4	8	8	12	18	13	16
	Sales (\$1,000) -----	943 898	(D)	16 405	2 093	8 525	6 029	25 040	14 167	5 536	17 393
53, 56, 57; 594	Shopping goods stores (GAF):³										
	Number -----	1 669	1 312	110	21	29	47	36	15	62	62
	Sales (\$1,000) -----	788 254	712 227	57 570	8 777	22 422	100 046	21 489	9 006	86 243	73 329
52, 55, 59, ex. 591, 4, 6	All other stores:										
	Number -----	2 215	1 595	31	3	4	15	10	14	9	8
	Sales (\$1,000) -----	1 164 715	(D)	9 630	1 655	2 507	3 296	1 547	3 219	1 519	1 083
	Number of Establishments										
	Retail stores^{1 2} -----	6 232	4 672	229	28	41	70	58	45	84	86
52	Building materials, hardware, garden supply, and mobile home dealers -----	243	166	1	1	-	2	2	4	-	1
525	Hardware stores -----	65	47	1	-	-	-	-	2	-	1
52 ex. 525	Other -----	178	119	-	1	-	2	2	2	-	-
53	General merchandise group stores -----	193	133	15	2	2	2	4	2	5	6
531	Department stores ⁴ -----	33	28	2	1	1	2	2	1	2	4
533	Variety stores -----	57	43	7	-	-	-	-	-	1	1
539	Miscellaneous general merchandise stores -----	103	62	6	1	-	-	2	1	2	1
54	Food stores⁵ -----	1 062	719	17	1	2	3	3	5	7	6
541	Grocery stores -----	879	577	9	-	2	1	2	3	2	2
55 ex. 554	Automotive dealers -----	506	341	6	-	-	-	5	2	-	1
554	Gasoline service stations -----	639	472	5	1	1	4	-	5	3	1
58	Apparel and accessory stores -----	519	416	59	8	16	23	17	3	39	36
561	Men's and boys' clothing and furnishings stores --	94	82	18	2	4	3	3	-	7	9
562, 3, 8	Women's clothing and specialty stores and furriers -----	198	161	16	5	6	12	3	2	19	11
562	Women's ready-to-wear stores -----	169	133	12	3	6	11	3	2	17	11
565	Family clothing stores -----	68	38	6	-	1	1	1	-	3	2
566	Shoe stores -----	97	83	11	-	4	5	6	-	8	10
564, 9	Other apparel and accessory stores -----	62	54	8	1	1	2	4	1	2	4
57	Furniture, home furnishings, and equipment stores -----	491	396	16	2	3	6	7	6	7	5
5712	Furniture stores -----	178	139	9	-	1	3	2	-	-	1
5713, 4, 9	Home furnishings stores -----	140	115	3	1	1	4	1	2	2	1
572, 3	Household appliance, radio, television, and music stores -----	173	142	4	1	1	1	4	4	5	3
58	Eating and drinking places -----	1 119	917	68	2	5	4	7	9	5	9
5812	Eating places -----	981	798	63	2	5	4	5	9	5	9
5813	Drinking places (alcoholic beverages) -----	138	119	5	-	-	-	2	-	-	-
591	Drug and proprietary stores -----	167	129	3	1	1	1	2	2	1	1
59 ex. 591, 6	Miscellaneous retail stores⁶ -----	1 293	981	39	10	11	23	11	7	17	20
592	Liquor stores -----	200	161	5	-	1	2	1	-	-	-
594	Miscellaneous shopping goods stores -----	466	365	20	9	8	14	8	4	11	15
5992	Florists -----	116	87	3	-	1	1	1	1	2	1

¹Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

²For all establishments, including those with no payroll.

³Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

⁴Includes sales from catalog order desks.

⁵Includes data not covered by SIC 541.

⁶Includes data not covered by SIC's 592, 594, and 5992.

Table 2. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1977

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Memphis CBD					
	Retail stores²-----	229	83 605	18 880	4 421	2 799
52	Building materials, hardware, garden supply, and mobile home dealers -----	1	(D)	(D)	(D)	(D)
525	Hardware stores -----	1	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	-	-	-	-	-
53	General merchandise group stores -----	15	24 905	8 319	1 929	1 178
531	Department stores ³ -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	7	2 211	348	96	80
539	Miscellaneous general merchandise stores -----	6	(D)	(D)	(D)	(D)
54	Food stores⁴-----	17	(D)	(D)	(D)	(D)
541	Grocery stores -----	9	4 791	541	136	66
55 ex. 554	Automotive dealers -----	6	5 594	499	49	24
554	Gasoline service stations -----	5	1 238	200	28	33
56	Apparel and accessory stores -----	59	17 888	3 125	781	513
561	Men's and boys' clothing and furnishings stores -----	18	5 905	1 317	263	159
562, 3, 8	Women's clothing and specialty stores and furriers -----	16	6 763	805	225	160
562	Women's ready-to-wear stores -----	12	5 961	636	163	136
565	Family clothing stores -----	6	2 532	517	176	113
566	Shoe stores -----	11	2 067	396	96	63
564, 9	Other apparel and accessory stores -----	8	621	90	21	18
57	Furniture, home furnishings, and equipment stores -----	16	9 292	1 665	352	142
5712	Furniture stores -----	9	8 326	1 441	297	121
5713, 4, 9	Home furnishings stores -----	3	45	24	6	5
572, 3	Household appliance, radio, television, and music stores -----	4	921	200	49	16
58	Eating and drinking places-----	68	8 241	2 243	640	576
5812	Eating places -----	63	7 979	2 214	631	561
5813	Drinking places (alcoholic beverages) -----	5	262	29	9	15
591	Drug and proprietary stores -----	3	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores⁵-----	39	(D)	(D)	(D)	(D)
592	Liquor stores -----	5	1 501	90	22	14
594	Miscellaneous shopping goods stores -----	20	5 485	1 510	315	144
5992	Florists -----	3	152	23	6	9

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Memphis					
	Retail stores²-----	4 672	2 405 581	291 327	68 273	44 049
52	Building materials, hardware, garden supply, and mobile home dealers -----	166	83 508	11 144	2 528	1 421
525	Hardware stores -----	47	20 767	2 745	686	575
52 ex. 525	Other -----	119	62 741	8 399	1 842	846
53	General merchandise group stores -----	133	389 712	54 265	12 455	8 536
531	Department stores ³ -----	28	(D)	(D)	(D)	(D)
533	Variety stores -----	43	15 859	2 442	601	539
539	Miscellaneous general merchandise stores -----	62	(D)	(D)	(D)	(D)
54	Food stores⁴-----	719	512 133	49 312	11 860	6 369
541	Grocery stores -----	577	496 661	46 896	11 304	5 863
55 ex. 554	Automotive dealers -----	341	557 998	47 841	11 223	3 914
554	Gasoline service stations -----	472	185 914	13 677	3 245	2 330
56	Apparel and accessory stores -----	418	137 193	21 181	4 840	3 432
561	Men's and boys' clothing and furnishings stores -----	82	29 054	4 686	1 107	642
562, 3, 8	Women's clothing and specialty stores and furriers -----	161	(D)	8 824	1 940	1 469
562	Women's ready-to-wear stores -----	133	56 328	(D)	(D)	(D)
565	Family clothing stores -----	38	22 185	3 604	932	673
566	Shoe stores -----	83	(D)	2 940	610	433
564, 9	Other apparel and accessory stores -----	54	7 328	1 127	251	215
57	Furniture, home furnishings, and equipment stores -----	396	124 246	17 309	4 045	1 843
5712	Furniture stores -----	139	(D)	8 291	1 907	837
5713, 4, 9	Home furnishings stores -----	115	(D)	2 943	700	374
572, 3	Household appliance, radio, television, and music stores -----	142	46 971	6 075	1 438	632
58	Eating and drinking places -----	917	189 107	47 295	11 157	11 825
5812	Eating places -----	798	(D)	45 133	10 600	11 137
5813	Drinking places (alcoholic beverages) -----	119	(D)	2 162	557	688
591	Drug and proprietary stores -----	129	(D)	9 032	2 140	1 470
59 ex. 591, 6	Miscellaneous retail stores⁵-----	981	(D)	20 271	4 780	2 909
592	Liquor stores -----	161	(D)	2 350	586	475
594	Miscellaneous shopping goods stores -----	365	61 076	8 957	2 092	1 368
5992	Florists -----	87	7 939	1 841	450	339

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Memphis, Tenn.-Ark.-Miss., SMSA					
	Retail stores²-----	6 232	2 896 867	337 742	79 146	51 755
52	Building materials, hardware, garden supply, and mobile home dealers -----	243	114 026	14 681	3 220	1 834
525	Hardware stores -----	65	25 034	3 291	801	664
52 ex. 525	Other -----	178	88 992	11 390	2 419	1 170
53	General merchandise group stores -----	193	428 572	58 022	13 326	9 278
531	Department stores ³ -----	33	352 533	50 664	11 610	7 695
533	Variety stores -----	57	19 335	2 877	727	631
539	Miscellaneous general merchandise stores -----	103	56 704	4 481	989	952
54	Food stores⁴-----	1 062	640 619	59 182	14 219	7 968
541	Grocery stores -----	879	622 290	56 516	13 596	7 400
55 ex. 554	Automotive dealers -----	506	688 521	57 588	13 487	4 910
554	Gasoline service stations -----	639	253 240	18 766	4 438	3 116
56	Apparel and accessory stores -----	519	153 495	23 188	5 349	3 890
561	Men's and boys' clothing and furnishings stores -----	94	31 774	5 069	1 208	712
562, 3, 8	Women's clothing and specialty stores and furriers -----	198	67 691	9 848	2 215	1 725
562	Women's ready-to-wear stores -----	169	64 627	9 451	2 100	1 655
565	Family clothing stores -----	68	25 107	3 898	1 000	736
566	Shoe stores -----	97	20 931	3 148	653	480
564, 9	Other apparel and accessory stores -----	62	7 992	1 225	273	237
57	Furniture, home furnishings, and equipment stores -----	491	137 548	19 030	4 431	2 069
5712	Furniture stores -----	178	65 723	9 459	2 153	973
5713, 4, 9	Home furnishings stores -----	140	22 734	3 242	773	430
572, 3	Household appliance, radio, television, and music stores -----	173	49 091	6 329	1 505	666
58	Eating and drinking places -----	1 119	215 245	53 504	12 642	13 550
5812	Eating places -----	981	202 726	51 134	12 033	12 784
5813	Drinking places (alcoholic beverages) -----	138	12 519	2 370	609	766
591	Drug and proprietary stores -----	167	88 034	10 458	2 487	1 703
59 ex. 591, 6	Miscellaneous retail stores⁵ -----	1 293	177 567	23 323	5 547	3 437
592	Liquor stores -----	200	47 208	2 737	686	555
594	Miscellaneous shopping goods stores -----	466	68 639	9 875	2 304	1 563
5992	Florists -----	116	10 121	2 229	542	428

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	Memphis					
	Retail stores ² -----	250	95 891	19 188	4 540	4 037
52	Building materials, hardware, garden supply, and mobile home dealers -----	1	(D)	(D)	(D)	(D)
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	1	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	15	37 313	9 059	2 083	1 829
531	Department stores ³ -----	3	(D)	(D)	(D)	(D)
533	Variety stores -----	5	2 716	459	113	117
539	Miscellaneous general merchandise stores -----	7	(D)	(D)	(D)	(D)
54	Food stores -----	18	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	2	(D)	(D)	(D)	(D)
554	Gasoline service stations -----	5	526	44	6	14
58	Apparel and accessory stores -----	69	27 857	4 654	1 111	972
561	Men's and boys' clothing and furnishings stores -----	20	6 988	1 372	346	322
562, 3, 8	Women's clothing and specialty stores and furriers -----	17	10 767	1 643	390	331
562	Women's ready-to-wear stores -----	10	9 438	1 436	340	295
565	Family clothing stores -----	9	5 427	918	215	184
566	Shoe stores -----	16	4 160	646	143	116
564, 9	Other apparel and accessory stores -----	7	515	75	17	19
57	Furniture, home furnishings, and equipment stores -----	18	7 132	1 142	274	185
5712	Furniture stores -----	10	5 458	933	225	147
5713, 4, 9	Home furnishings stores -----	1	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	7	(D)	(D)	(D)	(D)
58	Eating and drinking places -----	56	4 821	1 268	330	485
5812	Eating places -----	51	4 573	1 247	323	478
5813	Drinking places (alcoholic beverages) -----	5	248	21	7	7
591	Drug and proprietary stores -----	7	3 109	469	124	94
59 ex. 591, 6	Miscellaneous retail stores ⁴ -----	59	9 883	2 013	473	330
592	Liquor stores -----	8	1 709	89	18	13
594	Miscellaneous shopping goods stores -----	23	5 666	1 329	314	218
5992	Florists -----	4	207	36	9	10

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC's 592, 594, and 5992.

Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 ¹		
		Central business district	City	Standard metropolitan statistical area
	Memphis			
	Retail stores ² -----	-12.8	50.5	51.1
52	Building materials, hardware, garden supply, and mobile home dealers -----	-61.9	53.2	48.5
525	Hardware stores -----	(D)	262.7	215.2
52 ex. 525	Other -----	(D)	28.6	29.3
53	General merchandise group stores -----	-33.3	23.3	19.3
531	Department stores ³ -----	-31.6	(D)	23.8
533	Variety stores -----	-18.6	-16.6	-25.7
539	Miscellaneous general merchandise stores -----	-51.1	(D)	16.8
54	Food stores ⁴ -----	6.3	66.1	68.0
541	Grocery stores -----	(NA)	68.7	70.8
55 ex. 554	Automotive dealers -----	(D)	45.8	48.8
554	Gasoline service stations -----	135.4	86.8	79.9
56	Apparel and accessory stores -----	-35.8	37.3	38.9
561	Men's and boys' clothing and furnishings stores -----	-15.5	29.3	25.8
562, 3, 8	Women's clothing and specialty stores and furriers -----	-37.2	(D)	64.2
562	Women's ready-to-wear stores -----	-36.8	60.3	70.2
565	Family clothing stores -----	-53.3	10.8	8.9
566	Shoe stores -----	-50.3	18.9	17.7
564, 9	Other apparel and accessory stores -----	20.6	(D)	149.2
57	Furniture, home furnishings, and equipment stores -----	30.3	43.4	48.4
5712	Furniture stores -----	52.5	21.4	26.3
5713, 4, 9	Home furnishings stores -----	(D)	79.4	95.6
572, 3	Household appliance, radio, television, and music stores -----	(D)	65.7	61.8
58	Eating and drinking places -----	70.9	84.5	84.4
5812	Eating places -----	74.5	(D)	85.5
5813	Drinking places (alcoholic beverages) -----	5.6	(D)	68.3
591	Drug and proprietary stores -----	(D)	(D)	59.2
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	(D)	(D)	47.9
592	Liquor stores -----	-12.2	(D)	9.5
594	Miscellaneous shopping goods stores -----	-3.2	60.8	61.3
5992	Florists -----	-26.6	44.3	46.2

¹Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	Memphis					
	Retail stores ¹ -----	3.5	2.9	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	(D)	(D)	(D)	3.5	3.9
525	Hardware stores -----	(D)	(D)	(D)	0.9	0.9
52 ex. 525	Other -----	-	-	-	2.6	3.1
53	General merchandise group stores -----	6.4	5.8	29.8	16.2	14.8
531	Department stores ² -----	6.1	(D)	(D)	(D)	12.2
533	Variety stores -----	13.9	11.4	2.6	0.7	0.7
539	Miscellaneous general merchandise stores -----	5.7	(D)	(D)	(D)	2.0
54	Food stores ³ -----	(D)	(D)	(D)	21.3	22.1
541	Grocery stores -----	1.0	0.8	5.7	20.6	21.5
55 ex. 554	Automotive dealers -----	1.0	0.8	6.7	23.2	23.8
554	Gasoline service stations -----	0.7	0.5	1.5	7.7	8.7
56	Apparel and accessory stores -----	13.0	11.7	21.4	5.7	5.3
561	Men's and boys' clothing and furnishings stores -----	20.3	18.6	7.1	1.2	1.1
562, 3, 8	Women's clothing and specialty stores and furriers -----	(D)	10.0	8.1	(D)	2.3
562	Women's ready-to-wear stores -----	10.6	9.2	7.1	2.3	2.2
565	Family clothing stores -----	11.4	10.1	3.0	0.9	0.9
566	Shoe stores -----	(D)	9.9	2.5	(D)	0.7
564, 9	Other apparel and accessory stores -----	8.5	7.8	0.7	0.3	0.3
57	Furniture, home furnishings, and equipment stores -----	7.5	6.8	11.1	5.2	4.7
5712	Furniture stores -----	(D)	12.7	10.0	(D)	2.3
5713, 4, 9	Home furnishings stores -----	(D)	0.2	0.1	(D)	0.8
572, 3	Household appliance, radio, television, and music stores -----	2.0	1.9	1.1	2.0	1.7
58	Eating and drinking places -----	4.4	3.8	9.9	7.9	7.4
5812	Eating places -----	(D)	3.9	9.5	(D)	7.0
5813	Drinking places (alcoholic beverages) -----	(D)	2.1	0.3	(D)	0.4
591	Drug and proprietary stores -----	3.9	(D)	(D)	(D)	3.0
59 ex. 591, 6	Miscellaneous retail stores ⁴ -----	5.5	(D)	(D)	(D)	6.1
592	Liquor stores -----	(D)	3.2	1.8	(D)	1.6
594	Miscellaneous shopping goods stores -----	9.0	8.0	6.6	2.5	2.4
5992	Florists -----	1.9	1.5	0.2	0.3	0.3

¹Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

²Includes sales from catalog order desks.

³Includes data not covered by SIC 541.

⁴Includes data not covered by SIC's 592, 594, and 5992.

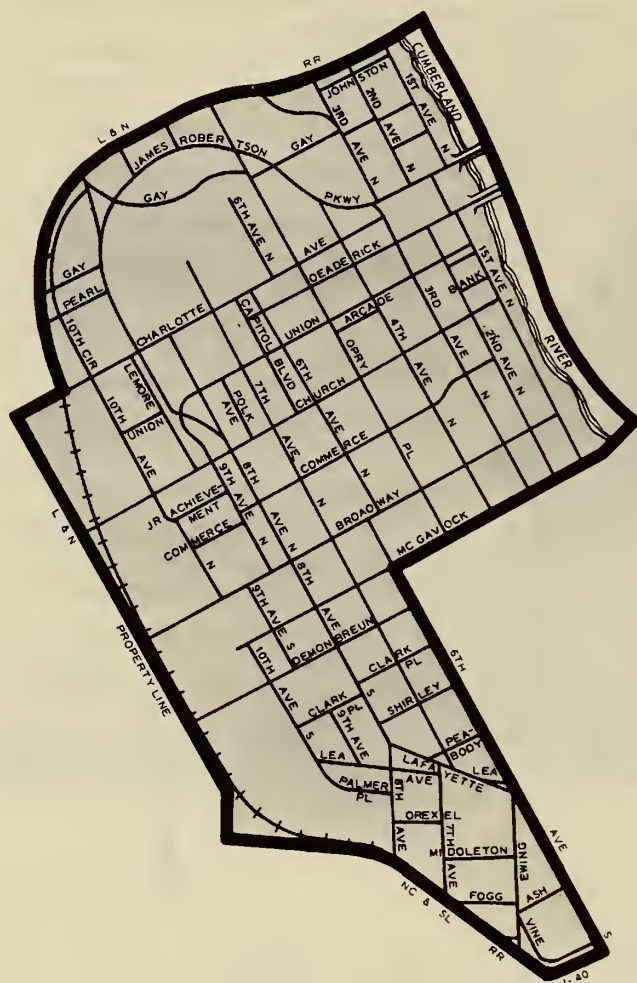
NASHVILLE-DAVIDSON

Standard Metropolitan Statistical Area



NASHVILLE-DAVIDSON

Central Business District



Comprising Census Tract 146

0 1000 2000 3000 FEET

Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Standard metropolitan statistical area	City	Central business district	Major retail centers				
					No. 1	No. 2	No. 4	No. 7	No. 9
	Retail stores:^{1 2}								
	Number -----	6 569	3 643	249	165	94	40	70	127
	Sales (\$1,000) -----	2 846 594	1 903 654	133 014	102 773	93 940	42 040	64 361	146 444
	Payroll entire year (\$1,000) -----	320 873	(D)	27 695	13 293	10 849	5 964	9 062	15 383
	Paid employees for week including March 12 ---	49 673	(D)	4 007	2 109	1 469	1 058	1 464	2 436
54, 58, 591	Convenience goods stores:								
	Number -----	2 321	1 325	88	33	27	12	8	26
	Sales (\$1,000) -----	908 412	593 479	17 469	31 543	16 908	10 454	10 522	19 547
53, 56, 57; 594	Shopping goods stores (GAF):³								
	Number -----	1 788	984	118	97	38	19	49	82
	Sales (\$1,000) -----	713 207	521 019	100 869	60 624	42 167	27 993	49 682	90 474
52, 55, 59, ex. 591, 4, 6	All other stores:								
	Number -----	2 460	1 334	43	35	29	9	13	19
	Sales (\$1,000) -----	1 224 975	789 156	14 676	10 606	34 865	3 593	4 157	36 423
	Number of Establishments								
	Retail stores^{1 2} -----	6 569	3 643	249	165	94	40	70	127
52	Building materials, hardware, garden supply, and mobile home dealers -----	291	134	-	3	5	-	-	1
525	Hardware stores -----	91	44	-	2	-	-	-	-
52 ex. 525	Other -----	200	90	-	1	5	-	-	1
53	General merchandise group stores -----	175	80	12	4	4	3	4	6
531	Department stores ⁴ -----	38	26	4	2	3	2	3	4
533	Variety stores -----	51	21	4	-	1	1	1	1
539	Miscellaneous general merchandise stores -----	86	33	4	2	-	-	-	1
54	Food stores⁵ -----	992	480	16	11	9	3	2	4
541	Grocery stores -----	869	418	9	6	7	1	2	2
55 ex. 554	Automotive dealers -----	564	290	3	2	12	3	2	6
554	Gasoline service stations -----	675	360	4	10	5	3	3	6
56	Apparel and accessory stores -----	542	274	45	46	15	5	24	45
561	Men's and boys' clothing and furnishings stores --	89	43	11	8	5	1	5	10
562, 3, 8	Women's clothing and specialty stores and furriers -----	197	106	10	23	6	2	10	14
562	Women's ready-to-wear stores -----	165	89	6	23	6	2	9	12
565	Family clothing stores -----	90	36	4	1	-	1	-	5
566	Shoe stores -----	110	58	14	7	3	1	7	13
564, 9	Other apparel and accessory stores -----	56	31	6	7	1	-	2	3
57	Furniture, home furnishings, and equipment stores -----	498	298	33	22	12	6	8	15
5712	Furniture stores -----	157	99	16	8	3	1	1	1
5713, 4, 9	Home furnishings stores -----	151	84	6	9	3	-	2	7
572, 3	Household appliance, radio, television, and music stores -----	190	115	11	5	6	5	5	7
58	Eating and drinking places -----	1 110	719	68	16	15	8	6	20
5812	Eating places -----	985	624	59	15	15	8	6	19
5813	Drinking places (alcoholic beverages) -----	125	95	9	1	-	-	-	1
591	Drug and proprietary stores -----	219	126	4	6	3	1	-	2
59 ex. 591, 6	Miscellaneous retail stores⁶ -----	1 503	882	64	45	14	8	21	22
592	Liquor stores -----	124	85	6	2	-	-	1	1
594	Miscellaneous shopping goods stores -----	573	332	28	25	7	5	13	16
5992	Florists -----	131	66	3	5	1	1	1	-

¹Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

²For all establishments, including those with no payroll.

³Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.

⁴Includes sales from catalog order desks.

⁵Includes data not covered by SIC 541.

⁶Includes data not covered by SIC's 592, 594, and 5992.

Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Nashville-Davidson CBD					
	Retail stores² -----	249	133 014	27 695	6 180	4 007
52	Building materials, hardware, garden supply, and mobile home dealers -----	-	(D)	(D)	(D)	(D)
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	-	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	12	68 342	15 862	3 376	2 221
531	Department stores ³ -----	4	64 587	15 286	3 237	2 101
533	Variety stores -----	4	3 066	539	128	112
539	Miscellaneous general merchandise stores -----	4	689	37	11	8
54	Food stores⁴ -----	16	(D)	(D)	(D)	(D)
541	Grocery stores -----	9	1 020	112	27	33
55 ex. 554	Automotive dealers -----	3	7 144	906	163	84
554	Gasoline service stations -----	4	(D)	(D)	(D)	(D)
56	Apparel and accessory stores -----	45	10 559	2 335	627	310
561	Men's and boys' clothing and furnishings stores -----	11	4 173	1 193	337	117
562, 3, 8	Women's clothing and specialty stores and furriers -----	10	2 517	533	134	94
562	Women's ready-to-wear stores -----	6	1 915	448	109	76
565	Family clothing stores -----	4	(D)	(D)	(D)	(D)
566	Shoe stores -----	14	2 250	407	107	59
564, 9	Other apparel and accessory stores -----	6	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	33	13 652	2 627	578	284
5712	Furniture stores -----	16	6 919	1 592	352	164
5713, 4, 9	Home furnishings stores -----	6	2 753	322	65	35
572, 3	Household appliance, radio, television, and music stores -----	11	3 980	713	161	85
58	Eating and drinking places -----	68	14 257	3 717	892	778
5812	Eating places -----	59	12 574	3 408	850	726
5813	Drinking places (alcoholic beverages) -----	9	1 683	309	42	52
591	Drug and proprietary stores -----	4	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores⁵ -----	64	12 585	1 620	387	222
592	Liquor stores -----	6	888	58	17	17
594	Miscellaneous shopping goods stores -----	28	8 316	1 136	265	138
5992	Florists -----	3	488	116	27	22

See footnotes at end of table.

Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	MRC No. 1					
	Retail stores²-----	165	102 773	13 293	3 041	2 109
52	Building materials, hardware, garden supply, and mobile home dealers -----	3	1 401	191	46	27
525	Hardware stores -----	2	(D)	(D)	(D)	(D)
52 ex. 525	Other -----	1	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	4	(D)	(D)	(D)	(D)
531	Department stores ³ -----	2	(D)	(D)	(D)	(D)
533	Variety stores -----	-	-	-	-	-
539	Miscellaneous general merchandise stores -----	2	(D)	(D)	(D)	(D)
54	Food stores⁴ -----	11	21 819	2 194	477	239
541	Grocery stores -----	6	20 568	2 056	450	208
55 ex. 554	Automotive dealers -----	2	(D)	(D)	(D)	(D)
554	Gasoline service stations -----	10	5 700	544	136	90
56	Apparel and accessory stores -----	46	12 611	2 062	486	341
561	Men's and boys' clothing and furnishings stores -----	8	1 563	248	59	49
562, 3, 8	Women's clothing and specialty stores and furriers -----	23	7 425	1 281	313	210
562	Women's ready-to-wear stores -----	23	7 425	1 281	313	210
565	Family clothing stores -----	1	(D)	(D)	(D)	(D)
566	Shoe stores -----	7	2 108	329	69	45
564, 9	Other apparel and accessory stores -----	7	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	22	9 676	1 574	394	171
5712	Furniture stores -----	8	7 144	1 209	299	109
5713, 4, 9	Home furnishings stores -----	9	1 658	258	70	43
572, 3	Household appliance, radio, television, and music stores -----	5	874	107	25	19
58	Eating and drinking places -----	16	5 509	1 345	339	344
5812	Eating places -----	15	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	1	(D)	(D)	(D)	(D)
591	Drug and proprietary stores -----	6	4 215	500	121	67
59 ex. 591, 6	Miscellaneous retail stores⁵ -----	45	(D)	(D)	(D)	(D)
592	Liquor stores -----	2	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	25	(D)	(D)	(D)	(D)
5992	Florists -----	5	541	71	16	14

See footnotes at end of table.

Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977—Con.

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	MRC No. 9					
	Retail stores² -----	127	146 444	15 383	3 338	2 438
52	Building materials, hardware, garden supply, and mobile home dealers -----	1	(D)	(D)	(D)	(D)
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	1	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	6	82 668	6 171	1 302	1 009
531	Department stores ³ -----	4	(D)	(D)	(D)	(D)
533	Variety stores -----	1	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	1	(D)	(D)	(D)	(D)
54	Food stores⁴ -----	4	(D)	(D)	(D)	(D)
541	Grocery stores -----	2	(D)	(D)	(D)	(D)
55 ex. 554	Automotive dealers -----	6	31 257	1 899	407	115
554	Gasoline service stations -----	8	2 357	207	52	43
56	Apparel and accessory stores -----	45	19 186	2 250	524	390
561	Men's and boys' clothing and furnishings stores -----	10	5 041	652	143	75
562, 3, 8	Women's clothing and specialty stores and furriers -----	14	6 897	676	183	153
562	Women's ready-to-wear stores -----	12	(D)	(D)	(D)	(D)
565	Family clothing stores -----	5	2 588	193	39	38
566	Shoe stores -----	13	4 148	642	136	107
564, 9	Other apparel and accessory stores -----	3	512	87	23	17
57	Furniture, home furnishings, and equipment stores -----	15	4 152	553	129	69
5712	Furniture stores -----	1	(D)	(D)	(D)	(D)
5713, 4, 9	Home furnishings stores -----	7	(D)	(D)	(D)	(D)
572, 3	Household appliance, radio, television, and music stores -----	7	3 017	406	93	52
58	Eating and drinking places -----	20	10 598	2 398	509	574
5812	Eating places -----	19	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	1	(D)	(D)	(D)	(D)
591	Drug and proprietary stores -----	2	(D)	(D)	(D)	(D)
59 ex. 591, 6	Miscellaneous retail stores⁵ -----	22	(D)	(D)	(D)	(D)
592	Liquor stores -----	1	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	16	4 468	678	150	101
5992	Florists -----	-	(D)	(D)	(D)	(D)

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
	Nashville-Davidson					
	Retail stores² -----	3 643	1 903 654	(D)	(D)	(D)
52	Building materials, hardware, garden supply, and mobile home dealers -----	134	(D)	6 691	1 379	689
525	Hardware stores -----	44	11 485	(D)	(D)	(D)
52 ex. 525	Other -----	90	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	80	(D)	43 830	9 513	6 927
531	Department stores ³ -----	26	(D)	(D)	(D)	(D)
533	Variety stores -----	21	12 525	1 923	460	415
539	Miscellaneous general merchandise stores -----	33	(D)	(D)	(D)	(D)
54	Food stores⁴ -----	480	(D)	33 394	7 675	4 268
541	Grocery stores -----	418	358 802	32 406	7 461	4 050
55 ex. 554	Automotive dealers -----	290	(D)	46 170	10 824	3 334
554	Gasoline service stations -----	360	147 481	12 001	2 934	1 892
56	Apparel and accessory stores -----	274	73 063	11 807	2 892	1 935
561	Men's and boys' clothing and furnishings stores -----	43	(D)	2 757	693	335
562, 3, 8	Women's clothing and specialty stores and furriers -----	106	(D)	5 025	1 271	846
562	Women's ready-to-wear stores -----	89	28 860	4 604	1 150	791
565	Family clothing stores -----	36	(D)	1 626	370	297
566	Shoe stores -----	58	13 533	2 136	492	387
564, 9	Other apparel and accessory stores -----	31	2 089	263	66	70
57	Furniture, home furnishings, and equipment stores -----	298	(D)	13 117	2 988	1 475
5712	Furniture stores -----	99	45 815	7 436	1 712	766
5713, 4, 9	Home furnishings stores -----	84	11 208	1 452	339	192
572, 3	Household appliance, radio, television, and music stores -----	115	(D)	4 229	937	517
58	Eating and drinking places -----	719	(D)	43 251	9 932	10 764
5812	Eating places -----	624	(D)	(D)	(D)	(D)
5813	Drinking places (alcoholic beverages) -----	95	(D)	(D)	(D)	(D)
591	Drug and proprietary stores -----	126	(D)	7 294	1 756	1 117
59 ex. 591, 6	Miscellaneous retail stores⁵ -----	882	119 126	(D)	(D)	(D)
592	Liquor stores -----	85	(D)	(D)	(D)	(D)
594	Miscellaneous shopping goods stores -----	332	49 682	6 160	1 308	931
5992	Florists -----	66	6 734	1 557	375	284

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1977 (\$1,000)	Paid employees for week including March 12 (number)
Nashville-Davidson, Tenn., SMSA						
	Retail stores² -----	6 569	2 846 594	320 873	74 135	49 673
52	Building materials, hardware, garden supply, and mobile home dealers -----	291	130 506	13 114	2 670	1 430
525	Hardware stores -----	91	19 323	2 492	587	370
52 ex. 525	Other -----	200	111 183	10 622	2 083	1 060
53	General merchandise group stores -----	175	388 569	51 657	11 231	8 228
531	Department stores ³ -----	38	311 805	45 391	9 755	7 010
533	Variety stores -----	51	23 519	3 281	798	679
539	Miscellaneous general merchandise stores -----	86	53 245	2 985	678	539
54	Food stores⁴ -----	992	585 467	50 164	11 579	6 768
541	Grocery stores -----	869	574 383	48 749	11 274	6 458
55 ex. 554	Automotive dealers -----	564	748 296	62 590	14 761	4 861
554	Gasoline service stations -----	675	242 669	18 150	4 564	3 152
56	Apparel and accessory stores -----	542	128 118	18 055	4 444	3 162
561	Men's and boys' clothing and furnishings stores -----	89	25 611	4 086	1 005	515
562, 3, 8	Women's clothing and specialty stores and furriers -----	197	46 398	6 564	1 712	1 234
562	Women's ready-to-wear stores -----	165	42 108	6 003	1 548	1 146
565	Family clothing stores -----	90	30 464	3 666	837	709
566	Shoe stores -----	110	21 704	3 264	772	589
564, 9	Other apparel and accessory stores -----	56	3 941	475	118	115
57	Furniture, home furnishings, and equipment stores -----	498	124 585	17 562	4 062	2 062
5712	Furniture stores -----	157	59 309	9 254	2 141	1 000
5713, 4, 9	Home furnishings stores -----	151	18 073	2 443	579	335
572, 3	Household appliance, radio, television, and music stores -----	190	47 203	5 865	1 342	727
58	Eating and drinking places -----	1 110	240 849	57 869	13 359	15 146
5812	Eating places -----	985	230 416	56 115	12 942	14 758
5813	Drinking places (alcoholic beverages) -----	125	10 433	1 754	417	388
591	Drug and proprietary stores -----	219	82 096	11 799	2 816	1 791
59 ex. 591, 6	Miscellaneous retail stores⁵ -----	1 503	175 439	19 913	4 649	3 073
592	Liquor stores -----	124	41 601	2 672	664	449
594	Miscellaneous shopping goods stores -----	573	71 935	9 020	1 918	1 425
5992	Florists -----	131	11 273	2 275	541	442

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

SIC code	Kind of business	Establishments ¹ (number)	Sales ¹ (\$1,000)	Payroll entire year (\$1,000)	Payroll first quarter 1972 (\$1,000)	Paid employees for week including March 12 (number)
	Nashville-Davidson					
	Retail stores² -----	289	138 978	23 768	5 783	4 591
52	Building materials, hardware, garden supply, and mobile home dealers -----	3	(D)	(D)	(D)	(D)
525	Hardware stores -----	-	-	-	-	-
52 ex. 525	Other -----	3	(D)	(D)	(D)	(D)
53	General merchandise group stores -----	12	78 104	13 538	3 310	2 629
531	Department stores ³ -----	4	70 544	12 612	3 085	2 401
533	Variety stores -----	4	(D)	(D)	(D)	(D)
539	Miscellaneous general merchandise stores -----	4	(D)	(D)	(D)	(D)
54	Food stores -----	16	529	105	20	25
55 ex. 554	Automotive dealers -----	8	4 356	549	131	67
554	Gasoline service stations -----	14	(D)	(D)	(D)	(D)
56	Apparel and accessory stores -----	49	13 372	3 458	808	571
561	Men's and boys' clothing and furnishings stores -----	11	4 363	1 160	286	189
562, 3, 8	Women's clothing and specialty stores and furriers -----	17	4 664	1 032	267	248
562	Women's ready-to-wear stores -----	11	4 276	972	250	225
565	Family clothing stores -----	3	(D)	(D)	(D)	(D)
566	Shoe stores -----	13	2 666	446	106	85
564, 9	Other apparel and accessory stores -----	5	(D)	(D)	(D)	(D)
57	Furniture, home furnishings, and equipment stores -----	32	10 752	1 630	400	260
5712	Furniture stores -----	11	4 106	806	204	121
5713, 4, 9	Home furnishings stores -----	5	2 019	170	38	30
572, 3	Household appliance, radio, television, and music stores -----	16	4 627	654	158	109
58	Eating and drinking places -----	75	8 680	2 067	483	573
5812	Eating places -----	60	7 279	1 872	435	528
5813	Drinking places (alcoholic beverages) -----	15	1 401	195	48	45
591	Drug and proprietary stores -----	7	3 230	486	122	102
59 ex. 591, 6	Miscellaneous retail stores⁴ -----	73	10 960	1 258	296	262
592	Liquor stores -----	9	1 658	80	18	18
594	Miscellaneous shopping goods stores -----	32	7 247	938	221	188
5992	Florists -----	1	(D)	(D)	(D)	(D)

¹For all establishments, including those with no payroll.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC's 592, 594, and 5992.

Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Percent change in sales, 1972 to 1977 ¹		
		Central business district	City	Standard metropolitan statistical area
	Nashville-Davidson			
	Retail stores ² -----	-4.3	55.0	68.4
52	Building materials, hardware, garden supply, and mobile home dealers -----	-99.9	(D)	45.5
525	Hardware stores -----	-	69.2	74.1
52 ex. 525	Other -----	-99.9	(D)	41.5
53	General merchandise group stores -----	-12.5	(D)	47.0
531	Department stores ³ -----	-8.4	(D)	55.0
533	Variety stores -----	(D)	-23.8	-5.6
539	Miscellaneous general merchandise stores -----	(D)	(D)	38.8
54	Food stores ⁴ -----	(D)	(D)	66.3
541	Grocery stores -----	(NA)	49.2	66.5
55 ex. 554	Automotive dealers -----	64.0	(D)	88.9
554	Gasoline service stations -----	120.8	77.2	80.4
56	Apparel and accessory stores -----	-21.0	-0.4	32.8
561	Men's and boys' clothing and furnishings stores -----	-4.4	(D)	28.6
562, 3, 8	Women's clothing and specialty stores and furriers -----	-46.0	(D)	52.2
562	Women's ready-to-wear stores -----	-55.2	34.2	48.0
565	Family clothing stores -----	106.3	(D)	12.6
566	Shoe stores -----	-15.6	(D)	37.9
564, 9	Other apparel and accessory stores -----	-82.1	(D)	20.7
57	Furniture, home furnishings, and equipment stores -----	27.0	(D)	64.1
5712	Furniture stores -----	68.5	59.4	60.1
5713, 4, 9	Home furnishings stores -----	36.4	28.2	50.0
572, 3	Household appliance, radio, television, and music stores -----	-14.0	(D)	76.0
58	Eating and drinking places -----	64.3	(D)	107.5
5812	Eating places -----	72.7	(D)	113.7
5813	Drinking places (alcoholic beverages) -----	20.1	(D)	26.6
591	Drug and proprietary stores -----	(D)	(D)	48.8
59 ex. 591, 6	Miscellaneous retail stores ⁵ -----	14.8	39.8	59.7
592	Liquor stores -----	-46.4	(D)	34.1
594	Miscellaneous shopping goods stores -----	14.8	41.4	59.1
5992	Florists -----	(D)	30.4	45.1

¹Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.

²Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

³Includes sales from catalog order desks.

⁴Includes data not covered by SIC 541.

⁵Includes data not covered by SIC's 592, 594, and 5992.

Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

SIC code	Kind of business	Central business district sales as percent of sales of—		Percent distribution of sales		
		City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	Nashville-Davidson					
	Retail stores ¹ -----	7.0	4.7	100.0	100.0	100.0
52	Building materials, hardware, garden supply, and mobile home dealers -----	-	(D)	(D)	(D)	4.6
525	Hardware stores -----	-	-	-	0.6	0.7
52 ex. 525	Other -----	(D)	(D)	(D)	(D)	3.9
53	General merchandise group stores -----	(D)	17.6	51.4	(D)	13.7
531	Department stores ² -----	(D)	20.7	48.6	(D)	11.0
533	Variety stores -----	24.5	13.0	2.3	0.7	0.8
539	Miscellaneous general merchandise stores -----	(D)	1.3	0.5	(D)	1.9
54	Food stores ³ -----	0.4	(D)	(D)	(D)	20.6
541	Grocery stores -----	0.3	0.2	0.8	18.8	20.2
55 ex. 554	Automotive dealers -----	(D)	1.0	5.4	(D)	26.3
554	Gasoline service stations -----	(D)	(D)	(D)	7.7	8.5
56	Apparel and accessory stores -----	14.5	8.2	7.9	3.8	4.5
561	Men's and boys' clothing and furnishings stores -----	(D)	16.3	3.1	(D)	0.9
562, 3, 8	Women's clothing and specialty stores and furriers -----	(D)	5.4	1.9	(D)	1.6
562	Women's ready-to-wear stores -----	6.6	4.5	1.4	1.5	1.5
565	Family clothing stores -----	13.5	(D)	(D)	(D)	1.1
566	Shoe stores -----	16.6	10.4	1.7	0.7	0.8
564, 9	Other apparel and accessory stores -----	(D)	(D)	(D)	0.1	0.1
57	Furniture, home furnishings, and equipment stores -----	(D)	11.0	10.3	(D)	4.4
5712	Furniture stores -----	15.1	11.7	5.2	2.4	2.1
5713, 4, 9	Home furnishings stores -----	24.6	15.2	2.1	0.6	0.6
572, 3	Household appliance, radio, television, and music stores -----	(D)	8.4	3.0	(D)	1.7
58	Eating and drinking places -----	(D)	5.9	10.7	(D)	8.5
5812	Eating places -----	(D)	5.5	9.5	(D)	8.1
5813	Drinking places (alcoholic beverages) -----	(D)	16.1	1.3	(D)	0.4
591	Drug and proprietary stores -----	3.4	(D)	(D)	(D)	2.9
59 ex. 591, 6	Miscellaneous retail stores ⁴ -----	10.6	7.2	9.5	6.3	6.2
592	Liquor stores -----	(D)	2.1	0.7	(D)	1.5
594	Miscellaneous shopping goods stores -----	16.7	11.6	6.3	2.6	2.5
5992	Florists -----	7.2	4.3	0.4	0.4	0.4

¹Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

²Includes sales from catalog order desks.

³Includes data not covered by SIC 541.

⁴Includes data not covered by SIC's 592, 594, and 5992.

APPENDIX A. General Explanation

CENSUS COVERAGE AND METHODOLOGY

Structure and method of enumeration—Firms in the 1977 Census of Retail Trade were divided into the nonmail universe and mail universe. The coverage and the method of obtaining census information from each follow:

1. The nonmail universe consists of firms which were not required to file a regular census return and includes:

- a. All nonemployers, i.e., all firms with no paid employees during 1977. Sales information for them was obtained from 1977 Federal income tax records. Although consisting of many firms, nonemployers account for less than 5 percent of total retail sales.

The census included only those retail nonemployer firms which reported a sales volume of \$2,500 or more during 1977 plus firms in operation for less than the full year that reported sales which, if projected to an annual basis, would have reached a total of \$2,500 or more. This treatment is the same as in the 1972 census.

- b. Selected small employers, i.e., all business firms with paid employees as shown in the active records of the Internal Revenue Service (IRS) which were subject to payment of Federal Insurance Contribution Act (FICA) taxes. "Small employers" are all those single-establishment firms with payroll below a specified cutoff. Although the cutoff varied by kind of business, small employers generally included firms with one to three employees and represented about 10 percent of total retail sales.

Data on sales, payroll, and employment for employer firms below the cutoff were obtained from the records of the IRS and the Social Security Administration (SSA), except for a 10-percent sample which was included in the mail universe.

2. The mail universe consists of firms for which information was obtained basically by means of a mail canvass and includes:

- a. Large employers, i.e., all employer firms above the payroll size cutoff established to separate large from small employers. Within this category, a report of company organization is conducted periodically to identify firms which operated establishments at more than one location and to obtain information on payroll and mid-March employment at each location. The 1976 Report of Company Organization was used as a coverage check in the census. In the census mailing package, firms were sent a form to use in updating the list of establishments with those opened since 1976.

- b. The 10-percent sample of small employers referred to in section 1b above.

Method of classifying kinds of business—The retail trade classifications for all establishments were based on the Standard Industrial Classification (SIC) Manual.¹ However, the method of assigning these classifications, and the level of detail at which establishments were classified, differed between the nonmail and mail universes as follows:

1. The nonmail universe.

- a. All nonemployers were classified on the basis of information supplied on the Federal income tax returns. They were coded in less detail than employer firms; therefore, the combined data for all establishments (nonemployer firms plus establishments of employer firms) are presented in less kind-of-business detail than are the data for employer establishments alone.

- b. Selected small employers were classified on the basis of the most current census kind-of-business classification available from one of the Bureau's current sample surveys or the 1972 census. Otherwise, the SSA classification was used or the IRS classification based on the firm's description of its principal business activity as entered on its IRS business tax return.

If the Census, SSA, and IRS classifications proved inadequate (none corresponded to a 1977 census classification in the detail required for employers), the firm was sent a brief inquiry requesting information necessary to assign a 1977 census kind-of-business code.

2. The mail universe was classified on the basis of answers to questions on sales by merchandise lines and other special inquiries.

COMPARABILITY OF 1972 AND 1977 CENSUSES

The 1972 and 1977 Censuses of Retail Trade were conducted under similar conditions and procedures. However, strict comparability of the data for the two censuses is limited by the following factors:

Geographic areas—The boundaries of a number of areas for which data are shown in the 1977 census are not the same as in the 1972 census because of annexations, other boundary changes, and redefinitions of SMSA's since 1972. In addition, not all areas which qualified for presentation of separate data in one of the census years qualified or existed in both census years (see Geographic Areas Covered in the Introduction).

¹ **Standard Industrial Classification Manual: 1972.** For sale by Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Stock No. 4101-0066. Price \$6.75. **1977 Supplement.** Stock No. 003-005-00176-0. Price 90 cents.

Classifications—In 1977, the calculation to determine the proper kind-of-business classification based on the dominant merchandise line (or the dominant homogeneous group of merchandise lines) was done after excluding all nonmerchandise sales from total sales; in 1972, the calculation was done using total sales, including nonmerchandise sales. As a result, some establishments were assigned a different kind-of-business classification in 1977 than they would have been assigned in 1972. The change was insignificant in most kinds of business.

Sales—The 1972 sales statistics included two items omitted from the 1977 sales statistics:

1. Sales (or other) taxes collected from customers and forwarded to taxing authorities.
2. Carrying charges or other charges for credit.

Studies have shown that these items were substantially under-reported in the 1972 census. Sales taxes and credit charges reported in the 1972 census have been estimated at about \$10 billion for the United States as a whole.

Legal form of organization—In the 1972 census, the legal form of organization was based on data reported directly in the censuses only for establishments of large multiestablishment companies—those with a total company employment of 250 persons or more. (These large firms included information on legal form of organization in their company summary reports.) The legal form of organization of all other establishments was generally decided by the type of IRS business income tax return form they filed; e.g., businesses filing a partnership Federal tax return (form 1065) were assumed to be partnerships.

In 1977, the legal form of organization was determined for establishments in the mail universe on the basis of the response to the legal form of organization inquiry on the census forms. The legal form of organization of nonmail establishments was generally decided by the type of IRS business income tax return form filed.

A later retail trade report, "Establishment and Firm Size," will present data by the following legal forms of organization:

1. Individual proprietorships.
2. Partnerships.
3. Corporations (including non-tax-exempt cooperatives).
4. Other legal forms.

EXPLANATION OF TERMS

Establishments—An establishment is a single physical location at which business is conducted. It is not necessarily identical with a company or enterprise, which may consist of one or more establishments. Census of retail trade figures represent a summary of reports for individual establishments rather than companies. For cases where a census report was received, separate information was obtained for each location where business was conducted. When administrative records were used instead of a census report, no information was available on the number of locations operated. Estimates of this number were

derived from a sample and will be provided in the United States Summary report. Each census report was tabulated in accordance with the physical location at which the business was conducted. The count of establishments in this publication represents the number in business at the end of the year.

When two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity and all data for it were included in that classification. However, when distinct and separate economic activities (for which different industry classification codes were appropriate) were conducted under the same ownership at a single location, and when conditions prescribed by the SIC manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were obtained in the census.

In the case of leased departments (separately owned businesses operated as departments or concessions of retail business under another ownership, such as a separately owned shoe department in a department store), only a single establishment combining leased departments with the main retail establishment in which they are located is recognized for census purposes. However, when information is obtained from IRS and SSA sources rather than a census report, it is generally not possible to differentiate between leased departments and separate establishments. Leased retail departments located in other than retail establishments (e.g., a gift shop located in a hotel) are considered separate retail establishments.

Sales—Sales include merchandise sold for cash or credit at retail and wholesale by establishments primarily engaged in retail trade; amounts received from customers for layaway purchases; receipts from rental or leasing of vehicles, equipment, instruments, tools, etc.; receipts for delivery, installation, maintenance, repair, alteration, storage, and other services; and gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed on to the retailer.

Sales are net after deductions for refunds and allowances for merchandise returned by customers. Trade-in allowances are not deducted from total sales. Total sales do not include carrying or other credit charges; sales (or other) taxes collected from customers and forwarded to taxing authorities; commissions from vending machine operators; and nonoperating income from such sources as investments, rental or sale of real estate, etc.

Sales in this report do not include retail sales made by manufacturers, wholesalers, service establishments, or other businesses whose primary activity is other than retail trade. They do include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, and sales to other retailers) by establishments primarily engaged in retail trade.

Although the count of establishments in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.

Payroll entire year—Payroll includes all forms of compensation, such as salaries, wages, commissions, bonuses, vacation allowances, sick leave pay, and the value of payments in kind (e.g., free meals and lodgings), paid during the year to all employees. Tips and gratuities received by employees from patrons and reported to employers are included. For corporations, it includes amounts paid to officers and executives; for unincorporated businesses, it does not include profit or other compensation of proprietors or partners. Payroll is reported before deductions for social security, income tax, insurance, union dues, etc. This definition of payroll is the same as that used by the Internal Revenue Service for form 941.

Payroll first quarter—This item consists of payroll, as defined above, paid to persons employed at any time during the quarter January to March 1977.

Paid employees for week including March 12—Paid employees consist of the full-time and part-time employees, including salaried officers and executives of corporations, who were on the payroll in the pay period including March 12, 1977. Included are employees on paid sick leave, paid holidays, and paid vacations; not included are proprietors and partners of unincorporated businesses. The definition of paid employees is the same as that used on IRS form 941.

Central administrative offices and auxiliaries—Each company included in this census was asked to identify and report separately as "central administrative offices" or "auxiliaries" those locations whose primary functions were to manage, administer, service, or support the activities of the other establishments of the company. Data for such central administrative offices and auxiliaries which primarily service retail establishments will be presented in a subsequent report issued as part of the 1977 Enterprise Statistics series of reports.

KIND-OF-BUSINESS CLASSIFICATIONS

Retail trade, major groups 52 through 59 in the 1972 SIC manual, includes establishments engaged in selling merchandise for personal or household consumption and in rendering services incidental to the sale of the goods. Exceptions are necessitated by trade practices. For example, lumber yards and paint, glass, and wallpaper stores are included in retail trade if they sell to the general public, even if a higher proportion of their sales is made to contractors. Establishments engaged in selling products to the general public from displayed merchandise, such as typewriters, stationery, or gasoline, are classified in retail trade even though such products may not be used for personal or household consumption. However, establishments that sell exclusively to business establishments, institutional and industrial users, or contractors are classified in wholesale trade.

Other important characteristics of retail trade establishments are that they are usually fixed places of business; they are engaged in activities to attract the general public to buy; they buy or receive as well as sell merchandise; they may process their products, although processing is incidental or subordinate

to selling; and they are considered as retail in the trade. Not all of these characteristics need be present and some are modified by trade practice.

Establishments covered by the census were assigned kind-of-business classifications in accordance with the industry classifications defined in the 1972 SIC manual. When a more detailed classification was needed than that defined in the SIC manual, more kinds of business were identified within an SIC. In general, retail establishments were classified according to the principal lines of commodities sold (groceries, hardware, etc.), or the usual trade designation (drug store, cigar store, etc.).

Kind-of-business classifications are not interchangeable with commodity classifications; most businesses sell several kinds of commodities. The kind-of-business code generally reflects either the individual commodity or the commodity group which is the primary source of the establishment's receipts, or some mixture of commodities which characterizes the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food stores" classification excluded stores selling food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products. (Some indication of the extent to which various broad groups of commodities, or "merchandise lines," are characteristic of different kinds of business is given in the 1977 Census of Retail Trade report, Merchandise Line Sales.)

The basis for the kind-of-business classifications has been described (see Method of classifying kinds of business above). Descriptions of the major kind-of-business classifications used in the Major Retail Centers series of reports follow. All the kind-of-business classifications in the retail major categories are described in appendix A of the 1977 Census of Retail Trade Geographic Area series of reports (RC77-A).

Building Materials, Hardware, Garden Supply, and Mobile Home Dealers (SIC Major Group 52)

This major group includes retail establishments primarily engaged in selling lumber and other building materials; paint, glass, and wallpaper; hardware; nursery stock; lawn and garden supplies; and mobile homes. It includes lumber and other building materials dealers and paint, glass, and wallpaper stores selling to the general public, even if sales to contractors account for a larger proportion of total sales; these establishments are known as "retail" in the trade. Establishments primarily selling these products but not selling to the general public are classified in wholesale trade.

Hardware stores (SIC 525)—Establishments primarily selling a number of basic hardware lines such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials, no one of which accounts for 50 percent or more of the sales of the establishments.

General Merchandise Group Stores (SIC Major Group 53)

This major group includes retail stores which sell a number of lines of merchandise, such as dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. The stores included in this group are known as department stores, variety stores, general merchandise stores, general stores, etc. Establishments primarily engaged in selling used general merchandise are classified in SIC 593, and those selling general merchandise by mail, vending machine, or direct selling are classified in SIC 596.

Department stores (SIC 531)—Establishments normally employing 25 people or more, having sales of apparel and softgoods combined amounting to 20 percent or more of total sales, and selling each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, and radio and TV sets.
2. A general line of apparel for the family.
3. Household linens and dry goods.

To qualify as a department store, sales of each of the lines listed above must be less than 80 percent of total sales. An establishment with total sales of \$10 million or more is classified as a department store even if sales of one of the merchandise lines listed above exceed the maximum percent of total sales, provided that the combined sales of the other two groups are \$1 million or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Variety stores (SIC 533)—Establishments primarily engaged in the retail sale of a variety of merchandise in the low and popular price ranges. Sales usually are made on a cash-and-carry basis with the open selling method of display and customer selection of merchandise. These stores generally do not carry a complete line of merchandise, are not departmentalized, do not carry their own charge service, and do not deliver merchandise.

Miscellaneous general merchandise stores (SIC 539)—Establishments primarily engaged in the retail sale of a general line of apparel, dry goods, hardware, homewares or home furnishings, groceries, and other lines in limited amounts. Stores selling commodities covered in the definition for department stores but normally having less than 25 employees, and stores usually known as country general stores are included here. Also included are most catalog showrooms and establishments whose sales of apparel or furniture and home furnishings exceed half of their total sales, providing that sales of the smaller of the two lines in combination with dry goods and household linens account for 20 percent or more of total sales.

Food Stores (SIC Major Group 54)

This major group includes retail stores primarily engaged in selling food for home preparation and consumption. Establish-

ments primarily engaged in selling prepared foods and drinks for consumption on the premises are classified in major group 58, and stores primarily engaged in selling packaged beers and liquors are classified in SIC 5921.

Grocery stores (SIC 541)—Establishments primarily selling (1) a wide variety of canned or frozen foods such as vegetables, fruits, and soups; (2) packaged or bulk dry groceries, such as tea, coffee, cocoa, dried fruits, spices, sugar, flour, and crackers; and (3) other processed foods and nonedible grocery items. These establishments often also sell smoked and prepared meats, fresh fish and poultry, fresh vegetables and fruits, and fresh or frozen meats. Establishments commonly known as super-markets, food stores, and delicatessens are included if receipts from sales of groceries and food items for off-premise preparation and consumption are 50 percent or more of total sales.

Automotive Dealers and Gasoline Service Stations (SIC Major Group 55)

This major group includes retail dealers selling new and used automobiles, boats, recreational and utility trailers, and motorcycles; dealers selling new automobile parts and accessories; and gasoline service stations selling gasoline and lubricating oils. It includes establishments dealing exclusively in used automobiles, but not establishments dealing exclusively in used parts (SIC 5931). Also included are automobile repair shops maintained by establishments engaged in the sale of new automobiles. Automotive distributors, the greater part of whose sales are to dealers or to institutional or industrial users, are classified in wholesale trade.

Gasoline service stations (SIC 554)—Establishments primarily selling gasoline and automotive lubricants. Usually these establishments also sell tires, batteries, and accessories, and perform minor repair work and services. Establishments called garages but deriving more than half of their receipts from the sale of gasoline and automotive lubricants are included.

Apparel and Accessory Stores (SIC Major Group 56)

Establishments in this major group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included are establishments which meet the criteria for "Department stores" (SIC 5311) or "Miscellaneous general merchandise stores" (SIC 5399) even though most of their receipts are from the sale of apparel and apparel accessories.

Men's and boys' clothing and furnishings stores (SIC 561)—Establishments primarily selling men's and boys' ready-to-wear clothing and furnishings. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of total sales and (2) receipts from sales of all men's and boys' apparel are three or more times the receipts from sales of all women's and girls' apparel.

Women's ready-to-wear stores (SIC 562)—Establishments primarily selling women's and girls' ready-to-wear apparel. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of total sales, (2) sales of all women's and girls' apparel are three or more times the sales of all men's and boys' apparel, and (3) sales of dresses, skirts, slacks, coats, suits, and furs are two or more times greater than the sales of millinery, hosiery, underwear, blouses, handbags, and other apparel and accessories.

Women's clothing and specialty stores and furriers (SIC 562, 563, and 568)—Establishments primarily selling a specialized line of women's and girls' apparel, such as sportswear, beachwear, blouses, hosiery, hats, foundation garments, lingerie, negligees, robes, and fur coats and other fur apparel.

Family clothing stores (SIC 565)—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of their total sales, (2) sales of all women's and girls' apparel items are not more than three times the sales of all men's and boys' apparel items, and (3) sales of men's and boys' apparel items are not more than three times the sales of all women's and girls' apparel items.

Shoe stores (SIC 566)—Establishments primarily selling shoes and other footwear. Accessories are frequently sold. Included are men's shoe stores, women's shoe stores, family shoe stores, and children's and juveniles' shoe stores.

Other apparel and accessory stores (SIC 564 and 569)—Establishments primarily engaged in the retail sale of specialized lines of apparel and accessories not elsewhere classified, such as uniforms, bathing suits, raincoats, riding apparel, sports apparel, umbrellas, wigs, and toupees. This classification also includes children's and infants' wear stores.

Furniture, Home Furnishings, and Equipment Stores (SIC Major Group 57)

This major group includes retail stores selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances. Establishments selling electrical and gas appliances are included in this group only if the major part of their sales consists of articles for home use. Dealers primarily engaged in selling antique and secondhand furniture are classified in SIC 593. Stores primarily engaged in selling merchandise but also providing an interior decorating service are classified according to the merchandise handled. Interior designers primarily engaged in advising clients on the selection of interior decorations are classified in SIC 7399.

Furniture stores (SIC 5712)—Establishments primarily selling household furniture, beds, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, phonographs, radios, television sets, and floor coverings provided the receipts from sales of furniture and sleep equipment exceed those from sales of other merchandise.

Home furnishings stores (SIC 5713, 5714, and 5719)—Establishments primarily engaged in the retail sale of home furnishings, such as china, glassware, and metalware for kitchen and table use, bedding and linen, brooms, brushes, lamps and shades, mirrors and pictures, venetian blinds, window shades, floor coverings and related products, draperies, curtains, slipcovers, and upholstery material.

Household appliance, radio, television, and music stores (SIC 572 and 573)—Comprise the following industries:

Household appliance stores (SIC 572)—Establishments primarily engaged in the retail sale of electric and gas refrigerators, stoves, and other household appliances such as electric irons, percolators, hot plates, and vacuum cleaners. Many such stores also sell radios and television sets.

Radio and television stores (SIC 5732)—Establishments primarily engaged in the retail sale and installation of radios, television sets, record players, high fidelity (hi-fi), and sound reproducing equipment. Such establishments also may sell additional lines such as household appliances, musical instruments, or records. Radio and television repair shops are classified in SIC 7622.

Record shops (SIC 5733 pt.)—Establishments primarily selling phonograph records and albums. Related merchandise also frequently is sold in these stores.

Musical instrument stores (SIC 5733 pt.)—Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, and percussion instruments. Other musical supplies also may be sold in these stores.

Eating and Drinking Places (SIC Major Group 58)

This major group includes retail establishments selling prepared food and drinks for consumption on the premises; it also includes lunch counters and refreshment stands selling prepared foods and drinks for immediate consumption. Restaurants, lunch counters, and drinking places operated as a subordinate service facility by other establishments are not included in this industry unless they are operated as leased departments by outside operators. Thus, restaurants and coffee shops operated by hotels are classified in major group 70 and those operated by department stores are classified in major group 53.

Eating places (SIC 5812)—Includes retail establishments which sell prepared foods and beverages for consumption on or near

the premises. Included are restaurants and lunchrooms, social caterers, cafeterias, refreshment places, contract feeding locations, and ice cream and frozen custard stands.

Drinking places (alcoholic beverages) (SIC 5813)—Establishments primarily engaged in the retail sale of drinks such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on the premises. The sale of food frequently accounts for a substantial portion of the receipts of these establishments.

Miscellaneous Retail Stores (SIC Major Group 59)

This major group includes retail establishments not elsewhere classified. These establishments fall into the following categories: Drug stores, liquor stores, used merchandise stores, miscellaneous shopping goods stores, nonstore retailers, fuel and ice dealers, florists, cigar stores and stands, news dealers and newsstands, and miscellaneous retail stores not elsewhere classified.

Drug and proprietary stores (SIC 591)—Drug stores are establishments engaged in the retail sale of prescription drugs and patent medicines. They may carry a number of related lines, such as cosmetics, toiletries, tobacco, and novelty merchandise, and may operate a soda fountain or lunch counter. These stores are classified on the basis of their usual trade designation rather than on a strict interpretation of commodities handled.

Proprietary stores are establishments generally selling the same merchandise as drug stores, except that prescriptions are not filled and sold.

Liquor stores (SIC 592)—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whiskey for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included.

Miscellaneous shopping goods stores (SIC 594)—Comprises the following industries:

General line sporting goods stores (SIC 5941 pt.)—Establishments primarily selling a general line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports; and gymnasium and playground equipment.

Specialty line sporting goods stores (SIC 5941 pt.)—Establishments specializing in a maximum of four lines of sporting goods and equipment such as guns, bicycles, skiing, golfing, bowling, and billiards equipment. (In the 1972 census, specialty sporting goods stores were defined as establishments specializing in only one line of sporting goods.)

Book stores (SIC 5942)—Establishments primarily selling new books and periodicals. Stationery and related items may also be sold. Book clubs (not engaged in publishing) primarily selling new books through the mail are included in "mail order houses" (SIC 5961).

Stationery stores (SIC 5943)—Establishments primarily engaged in the retail sale of stationery such as paper and paper products (including printing and engraving), post cards, novelties, and school and office supplies. Stores specializing in the sale of artists' supplies are classified in SIC 5999.

Jewelry stores (SIC 5944)—Establishments primarily engaged in the retail sale of any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets, and brooches; sterling and plated silverware; and watches and clocks. Stores primarily engaged in watch and jewelry repair are classified in SIC 7631.

Hobby, toy, and game shops (SIC 5945)—Establishments primarily engaged in the retail sale of toys, games, and hobby kits and supplies. Establishments primarily engaged in selling artists' supplies or collectors' items, such as coins, stamps, and autographs, are classified in SIC 5999.

Camera and photographic supply stores (SIC 5946)—Establishments primarily engaged in the retail sale of cameras, film, and other photographic supplies and equipment. Establishments primarily engaged in finishing films are classified in SIC 7395.

Gift, novelty, and souvenir shops (SIC 5947)—Establishments primarily engaged in the retail sale of combined lines of gifts and novelty merchandise, souvenirs, and miscellaneous small art goods such as greeting cards and holiday decorations.

Luggage and leather goods stores (SIC 5948)—Establishments primarily engaged in the retail sale of luggage, trunks, and leather goods.

Sewing, needlework, and piece goods stores (SIC 5949)—Establishments primarily engaged in the retail sale of sewing supplies, fabrics, patterns, and other needlework accessories.

Florists (SIC 5992)—Establishments primarily engaged in the retail sale of cut flowers and growing plants. Stores primarily engaged in selling seeds, bulbs, and nursery stock are classified in SIC 5261, and greenhouses and nurseries primarily engaged in growing, in SIC 0181.

Nonstore retailers (SIC 596)—The establishments primarily engaged in these activities are not included in the Major Retail Centers series of reports, but are included in all other 1977 Census of Retail Trade publications. Included in this classification are mail order houses, automatic merchandising machine operators, and direct selling (house-to-house) establishments. (Data presented for direct selling establishments are limited to establishments with payroll.)

In this census, the sales made at catalog order desks in retail stores were tabulated as part of the stores' sales rather than as part of the sales of the mail order house. This conforms with the treatment of catalog desks in the 1972 censuses.

APPENDIX B. General Questions

U.S. DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS

1977 CENSUS OF DISTRIBUTIVE TRADES (RETAIL)

Important - PLEASE READ ALL ACCOMPANYING INSTRUCTIONS

Please complete this
form and RETURN TO

BUREAU OF THE CENSUS
1201 East Tenth Street
Jeffersonville, Indiana 47132

Census use only	Unit No.	Item code	Unit No.	Item code	Unit No.	Item code

NOTICE - Response to this inquiry is required by law (title 13, U.S. Code). By the same law, your report to the Census Bureau is confidential. It may be seen only by sworn Census employees and may be used only for statistical purposes. The law also provides that copies retained in your files are immune from legal process.

In correspondence pertaining to this report,
please refer to this Census File Number

Employer Identification
Number

Please correct errors in name, address and ZIP code. ENTER street and number if not shown.

Item 1 - PHYSICAL LOCATION OF ESTABLISHMENT - In order to assign this establishment to the correct geographic area, the Bureau of the Census must know the actual location which may differ from the mailing address. Complete items a through g.

a. Address number and street name of physical location - If not known, enter building name, shopping center name, or other physical location description. Do not enter P.O. box or rural route.

Mark (X) for a, b, c, and d if same as mailing label; if different show corrections.

Same as mailing label ☐
OR ☐

b. Name of city, town, village, borough, etc. of physical location

Same as mailing label ☐
OR ☐

c. State

Same as mailing label ☐
OR ☐

d. ZIP code

Same as mailing label ☐
OR ☐

e. Type of municipality indicated in 1b

1 ☐ City 4 ☐ Borough 7 ☐ Other - Specify _____
2 ☐ Town 5 ☐ Township

Mark (X) one 3 ☐ Village 6 ☐ Unincorporated 8 ☐ Don't know

f. Is this establishment located inside the legal boundaries of the city, town, village, etc., indicated in 1b?

1 ☐ Yes
2 ☐ No
3 ☐ No legal boundaries
4 ☐ Don't know

NOTE - The area served by a post office generally does not coincide with the legal boundaries of the municipality from which the post office takes its name.

g. Name of county (Louisiana parish) of physical location

Item 2 - EMPLOYER IDENTIFICATION NUMBER

Is the Employer Identification (EI) Number printed in the upper right of the address box the SAME as that used for this establishment on its latest 1977 Employer's Quarterly Federal Tax Return, Treasury Form 941?

☐ YES

☐ NO - Enter current EI number →

(9 digits)

Item 3 - OPERATIONAL STATUS

a. Mark (X) the ONE box which best describes this establishment at the end of 1977.

- 001 ☐ In operation
2 ☐ Temporarily or seasonally inactive
3 ☐ Ceased operation - Give date _____
4 ☐ Sold or leased to another operator } Give date _____ AND name, etc.

Figures only

Month	Day	Year

Name of new owner or operator

Number and street

City

State

ZIP code

b. How many months during 1977 did this firm or organization actively operate this establishment?

Number of months
002

Item 4 - ORGANIZATIONAL STATUS

a. Mark (X) the ONE box which best describes this establishment during 1977.

003 ☐ Individual proprietorship

2 ☐ Partnership

3 ☐ Cooperative association

4 ☐ Governmental - Specify _____

5 ☐ Corporation (other than specified above)

6 ☐ Other - Specify _____

b. Was all or part of the income of this establishment or organization exempt from Federal income taxes under Section 501 or 521 of the Internal Revenue Code?

004 ☐ YES
2 ☐ NO

Important - Please read

Dollar figures should be reported as illustrated. Please be careful to enter the figures in the correct columns. See example below:

EXAMPLE: If figure is \$1,125,628.28

• PREFERRED method
Acceptable method

Mil- lions (000)	Thou- sands (00)	Dol- lars (000)
1	125	
1	125	628

Item 5 - DOLLAR VOLUME OF BUSINESS IN 1977

a. Sales of merchandise and other operating receipts EXCLUDING sales (or other) taxes collected

Mil.	Thou.	Dol.
010		

b. Were sales (or other) taxes collected from customers and forwarded to taxing authorities?

011 ☐ YES
2 ☐ NO

If "YES," report the amount of such taxes
(DO NOT include taxes in 5a above)

Mil.	Thou.	Dol.
012		

c. TOTAL SALES and other operating receipts including sales (or other) taxes (Sum of 5a and 5b above)

Mil.	Thou.	Dol.
013		

Item 6 - PAYROLL AND EMPLOYMENT

a. Payroll

(1) Total ANNUAL payroll in 1977 before deductions

(2) Payroll for the FIRST QUARTER of 1977

b. Employment - Number of paid employees for the pay period including the 12th of the month (Include both full- and part-time employees)

032 MAR	033 MAY	034 AUG	035 NOV

Item 7 — METHOD OF SELLING — Mark (X) the ONE box which best describes this establishment's principal method of selling.

300

1 ☐ Selling at this establishment 2 ☐ Mail order (catalog selling) 3 ☐ House-to-house or telephone (direct selling) 4 ☐ Operating merchandise vending machines

Item 8 — DEPARTMENT OR CONCESSION LOCATED IN THE ESTABLISHMENT OF ANOTHER FIRM 302

a. Is the business at this location conducted as a department or concession (such as a shoe concession in a department store) in an establishment operated by another firm? Mark "YES" if ■ Customers normally consider this operation as part of the establishment operated by another firm, or if sales to customers are billed by that establishment. 1 ☐ YES
2 ☐ NO

b. If "YES," enter the name and description (kind of business) of the establishment which is operated by the other firm. Name of establishment _____ Kind of business _____

Item 9 — DEPARTMENT OR CONCESSION LOCATED IN THIS ESTABLISHMENT

a. Were any departments or concessions, NOT OWNED BY THIS FIRM, operated within this establishment during 1977? (Exclude coin-operated amusement or vending machine space leased to others) 304
Mark "YES" if ■ Any department operated by another firm is normally considered by customers to be part of this establishment, or if this establishment bills customers for sales of such departments.
■ Any department is operated by a subsidiary firm or the parent firm. 1 ☐ YES → Enter number — List each one in b below
2 ☐ NO — SKIP to item 10

b. List each department or concession. If more space is needed, attach a separate sheet providing the same information required below.

Line No.	Name of owner or trading name of department or concession (a)	Census use only 306	Kind of business of department or concession (b)	Estimated sales and receipts (Exclude sales and other taxes) (c)			Are sales included in item 5a? (d)	Is payroll included in item 6? (e)
				Mil.	Thou.	Dol.		
305		306		307			308 1 <input type="checkbox"/> YES 2 <input type="checkbox"/> NO	309 1 <input type="checkbox"/> YES 2 <input type="checkbox"/> NO
1								
305		306		307			308 1 <input type="checkbox"/> YES 2 <input type="checkbox"/> NO	309 1 <input type="checkbox"/> YES 2 <input type="checkbox"/> NO
2								
305		306		307			308 1 <input type="checkbox"/> YES 2 <input type="checkbox"/> NO	309 1 <input type="checkbox"/> YES 2 <input type="checkbox"/> NO
3								

Item 15 — OWNERSHIP OR CONTROL — Refer to instructions for definitions of ownership and control.

a. Is this company owned or controlled by another company? 1 ☐ YES → Enter the company name and address (street name and number, city, State, ZIP code) and EI Number. If more space is needed to list companies, attach a separate sheet.
2 ☐ NO

Owning or controlling company _____ EI No. (9 digits) _____

b. Does this company own or control any other company or companies? 1 ☐ YES →
2 ☐ NO

Owning or controlled company _____ EI No. (9 digits) _____

Item 16 — LOCATIONS OF OPERATION

a. Were the operations under the EI Number shown in the mailing label (or as corrected in item 2) conducted at more than one location during 1977? (Including all selling or service locations and any other facilities such as warehouses, administrative offices, etc.) 1 ☐ YES — Answer (b) and (c).
2 ☐ NO — Do not complete (b) and (c) below. Review your report for completeness and accuracy and return.

Number of locations _____

b. At how many separate locations were these operations conducted during 1977? _____

c. List each location — including main location. If more space is needed, attach a separate sheet providing the same information required below.

Census use only 080	Physical location of each operation Name, address and ZIP code (a)			1977 sales and receipts and annual and 1st quarter payrolls Totals should equal items 5a and 6a(1) and (2) (b)			Number of paid employees for the pay period including the 12th of each month Totals should equal corresponding entries in item 6b (c)		Kind of business of each location Describe (d)
	Name	Number and street of physical location	City	Sales and receipts	Total annual payroll	1st quarter payroll	081	082	
				Mil.	Thou.	Dol.	084 MAR	085 MAY	
				081					
				082			086 AUG	087 NOV	
				083					
									088 Census use only

Census use only 080	Physical location of each operation Name, address and ZIP code (a)			1977 sales and receipts and annual and 1st quarter payrolls Totals should equal items 5a and 6a(1) and (2) (b)			Number of paid employees for the pay period including the 12th of each month Totals should equal corresponding entries in item 6b (c)		Kind of business of each location Describe (d)
	Name	Number and street of physical location	City	Sales and receipts	Total annual payroll	1st quarter payroll	081	082	
				Mil.	Thou.	Dol.	084 MAR	085 MAY	
				081					
				082			086 AUG	087 NOV	
				083					
									088 Census use only

TOTALS (Sum of entries should equal corresponding entries in items 5a and 6 on page 1)

			1977 sales and receipts and annual and 1st quarter payrolls Totals should equal items 5a and 6a(1) and (2) (b)			Number of paid employees for the pay period including the 12th of each month Totals should equal corresponding entries in item 6b (c)	
			Sales and receipts	Total annual payroll	1st quarter payroll	MAR	MAY
						AUG	NOV

APPENDIX C. Kind-of-Business Titles and Reporting-Form Numbers

Listed below are retail kind-of-business titles and their corresponding reporting-form numbers. Requests for copies of any of these forms, including the inquiries used to classify establishments by kind of business, should be directed to the Business Division, Bureau of the Census, Washington, D.C. 20233.

SIC code	Title	Report- ing form CB—	SIC code	Title	Report- ing form CB—
52	BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS		56	APPAREL AND ACCESSORY STORES	
5211	Lumber and other building materials dealers . . .	52A	5611	Men's and boys' clothing and furnishings stores	56
5231	Paint, glass, and wallpaper stores	52B	5621	Women's ready-to-wear stores	56
5251	Hardware stores	52B	5631 PT.	Millinery stores	56
5261	Retail nurseries, lawn and garden supply stores	52B	5631 PT.	Corset and lingerie stores	56
5271	Mobile home dealers	52C	5631 PT.	Other women's accessory, specialty stores	56
53	GENERAL MERCHANDISE GROUP STORES		5641	Children's and infants' wear stores	56
5311	Department stores	53A	5651	Family clothing stores	56
5331	Variety stores	53B	5661 PT.	Men's shoe stores	56
5399	Miscellaneous general merchandise stores	53A	5661 PT.	Women's shoe stores	56
54	FOOD STORES		5661 PT.	Children's and juveniles' shoe stores	56
5411	Grocery stores	54	5661 PT.	Family shoe stores	56
5422	Freezer and locker meat provisioners	54	5681	Furriers and fur shops	56
5423 PT.	Meat markets	54	5699	Miscellaneous apparel and accessory stores	56
5423 PT.	Fish (seafood) markets	54	57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES	
5431	Fruit stores and vegetable markets	54	5712	Furniture stores	57A
5441	Candy, nut, and confectionery stores	54	5713	Floor covering stores	57B
5451	Dairy products stores	54	5714	Drapery, curtain, and upholstery stores	57B
5462	Retail bakeries—baking and selling	54	5719	Miscellaneous home furnishings stores	57B
5463	Retail bakeries—selling only	54	5722	Household appliance stores	57A
5499	Miscellaneous food stores	54	5732	Radio and television stores	57A
55	AUTOMOTIVE DEALERS AND GASLINE SERVICE STATIONS		5733 PT.	Record shops	57B
5511 PT.	Dealers with domestic car franchise only	55A	5733 PT.	Musical instrument stores	57B
5511 PT.	Dealers with imported car franchise only	55A	58	EATING AND DRINKING PLACES	
5511 PT.	Dealers with domestic, import car franchises . .	55A	5812 PT.	Restaurants and lunchrooms	58
5521	Motor vehicle dealers—used cars only	55A	5812 PT.	Social caterers	58
5531 PT.	Tire, battery, and accessory dealers	55B	5812 PT.	Cafeterias	58
5531 PT.	Other auto and home supply stores	55B	5812 PT.	Refreshment places	58
5541	Gasoline service stations	55D	5812 PT.	Contract feeding	58
5551	Boat dealers	55C	5812 PT.	Ice cream, frozen custard stands	58
5561	Recreational and utility trailer dealers	55C	5812 PT.	Drinking places (alcoholic beverages)	58
5571	Motorcycle dealers	55C	5813		
5599	Automotive dealers, n.e.c.	55C			

SIC code	Title	Report- ing form CB—	SIC code	Title	Report- ing form CB—
59	MISCELLANEOUS RETAIL STORES			MISCELLANEOUS RETAIL STORES—Con.	
5912 PT.	Drug stores	59A	5962	Automatic merchandising machine operators	58
5912 PT.	Proprietary stores	59A			
5921	Liquor stores	59G			
5931	Used merchandise stores	59G	5963 PT.	Furniture, home furnishings, equipment— direct selling	57A
5941 PT.	General line sporting goods stores	59C	5963 PT.	Mobile food service—direct selling	58
5941 PT.	Specialty line sporting goods stores	59C	5963 PT.	Books and stationery—direct selling	59B
5942	Book stores	59B	5963 PT.	Other direct selling	59G
5943	Stationery stores	59B	5982	Fuel and ice dealers, n.e.c.	59E
5944	Jewelry stores	59D	5983	Fuel oil dealers	59E
5945	Hobby, toy, and game shops	59B	5984	Liquefied petroleum gas (bottled gas) dealers ..	59E
5946	Camera and photographic supply stores	59B	5992	Florists	59F
5947	Gift, novelty, and souvenir shops	59B	5993	Cigar stores and stands	59G
5948	Luggage and leather goods stores	59B	5994	News dealers and newsstands	59G
5949	Sewing, needlework, and piece goods stores	59B	5999 PT.	Pet shops	59G
5961 PT.	Department store merchandise—mail order	53A	5999 PT.	Typewriter stores	59B
5961 PT.	General merchandise, n.e.c.—mail order	53A	5999 PT.	Optical goods stores	59G
5961 PT.	Other mail-order houses	53A	5999 PT.	Other retail stores, n.e.c.	59G

APPENDIX D. Standard Metropolitan Statistical Areas

(Titles and definitions of the SMSA's in the State established by the Department of Commerce, Office of Federal Statistical Policy and Standards, as of December 1977)

CHATTANOOGA, TENN.-GA., SMSA

Consists of Hamilton, Marion, and Sequatchie Counties, Tenn., and Catoosa, Dade, and Walker Counties, Ga.

CLARKSVILLE-HOPKINSVILLE, TENN.-KY., SMSA¹

Consists of Montgomery County, Tenn., and Christian County, Ky.

JOHNSON CITY-KINGSPORT-BRISTOL, TENN.-VA., SMSA²

Consists of Carter, Hawkins, Sullivan, Unicoi, and Washington Counties, Tenn.; and Bristol city and Scott and Washington Counties, Va.

KNOXVILLE SMSA

Consists of Anderson, Blount, Knox, and Union Counties, Tenn.

MEMPHIS, TENN.-ARK.-MISS., SMSA

Consists of Shelby and Tipton Counties, Tenn.; Crittenden County, Ark.; and DeSoto County, Miss.

NASHVILLE-DAVIDSON SMSA

Consists of Cheatham, Davidson, Dickson, Robertson, Rutherford, Sumner, Williamson, and Wilson Counties, Tenn.

¹ Newly designated since 1972 Economic Censuses.

² Retitled from Kingsport-Bristol, Tenn.-Va., SMSA and Carter, Unicoi, and Washington Counties, Tenn., added since 1972 Economic Censuses.

APPENDIX E. Major Retail Centers

CHATTANOOGA, TENN.-GA., SMSA

MRC No. 2—Includes the planned center known as "Highland Plaza" and establishments on the north side of Hixson Pike from Forest Highland Dr. to Highwood St. (Chattanooga, Tenn.) (In tracts 104.03 and 105.01)

MRC No. 4—Includes the planned centers known as "Brainerd Village" and "East Gate Center" and establishments on Brainerd Rd. from Spring Creek Rd. to South Chickamauga Creek. (Chattanooga, Tenn.) (In tract 34)

MRC No. 5—Includes the planned center known as "Northgate Mall" and establishments on Hixson Pike at State Hwy. 153. (Hamilton County, Tenn.) (In tract 104.03)

JOHNSON CITY-KINGSPORT-BRISTOL, TENN.-VA., SMSA

MRC No. 1—Includes the planned center known as "Kingsport Mall" and establishments in the area bounded by E. Stone Dr., Pinebrook, Bridgewater Ln., Brookside, and E. Stone Dr.; John B. Dennis Hwy.; Reedy Creek; and Idle Hour Rd. (Kingsport, Tenn.) (In tracts 407, 408, and 421)

MRC No. 2—Includes the planned center known as "Fort Henry Mall" in the area bounded by Memorial Blvd., the east property line of the mall, and Fort Henry Rd. (Kingsport, Tenn.) (In tract 408)

KNOXVILLE, TENN., SMSA

MRC No. 1—Includes establishments on Central St. from Oklahoma Ave. to Emory Pl. and on Broadway from Emory Pl. to Central St. (Knoxville) (In tracts 2 and 3)

MRC No. 2—Includes the planned centers known as "Argonne Plaza," "Northwestern Plaza," "Downtown Shopping Center," "Fowler Plaza" and "Office Concourse" and establishments in the area bounded by Oak Ridge Turnpike, Rutgers Ave., Washington St., and Tulane Ave. (Oak Ridge) (In tract 204)

MRC No. 3—Includes the planned center known as "Clinton Plaza" and establishments on Clinton Hwy. from McClain Dr. to Allen Dr. (Knoxville) (In tracts 39 and 48)

MRC No. 4—Includes the planned centers known as "Midland Shopping Center," "Alcoa Plaza" and "Big Sky" (Sky City Plaza) and establishments on Calderwood St. from Joule St. to the south property line of Sky City Plaza and on Gill St. from Calderwood St. to Young St. (Alcoa) (In tract 101)

KNOXVILLE, TENN., SMSA—Con.

MRC No. 5—Includes the planned center known as "Northgate Plaza" and establishments on Broadway from Walker Blvd. to Karnes Ave. and on Walker Blvd. from Powers St. to Broadway. (Knoxville) (In tracts 16, 29, and 30)

MRC No. 6—Includes the planned center known as "Jackson Square" and establishments in the area bounded by Broadway, Georgia Ave., E. Tennessee Ave., and Kentucky Ave. (Oak Ridge) (In tract 201)

MRC No. 7—Includes the planned centers known as "West Town Shopping Center," "Mt. Vernon Plaza," "West Hills Shopping Center," "Suburban Shopping Center" and "Montvue Shopping Center," and establishments on Kingston Pike from Golf Club Rd. to Winston Rd. and on Montvue Rd. from Kingston Pike to the south property line of West Town Shopping Center. (Knoxville) (In tract 44.02)

MEMPHIS, TENN.-ARK.-MISS., SMSA

MRC No. 1—Includes the planned center known as "Chickasaw Oaks Shopping Center" and establishments on Poplar Ave. from 2962-3096 and on Walnut Grove Rd. between Quillman St. and the drainage ditch. (Memphis, Tenn.) (In tract 30)

MRC No. 3—Includes the planned centers known as "Poplar-Highland Plaza" and "Dillard Square" in the area bounded by Walnut Grove Rd., S. Highland St., the south and west property lines of Dillard Square, and S. Prescott St. (Memphis, Tenn.) (In tracts 30 and 72)

MRC No. 4—Includes the planned centers known as "Laurelwood Center" and "Perkins Village" and establishments on Poplar Ave. from Grove Park Rd. to Colonial Rd., on Grove Park Rd. from Poplar Ave. to Aldersgate Rd., and on Perkins Rd. from Aldersgate Rd. to Southern Rd. (Memphis, Tenn.) (In tract 85)

MRC No. 6—Includes the planned center known as "Whitehaven Plaza" and establishments on U.S. Hwy. 51 South (Elvis Presley Blvd.) to Barton Dr. and on the south side of Brownlee Rd. at the intersection with U.S. Hwy. 51 South. (Memphis, Tenn.) (In tracts 220 and 221)

MRC No. 8—Includes establishments in the area bounded by the Mississippi-Tennessee state line, Huggins Rd., State Line Rd., and Millbrook Rd., and establishments on State Line Rd. from Millbrook Rd. to 1291. (Southaven, Mississippi) (In tract 9501)

MEMPHIS, TENN.-ARK.-MISS., SMSA—Con.

MRC No. 11—Includes the planned centers known as "Southland Mall" and "Southbrook" and establishments on Whitehaven—Capleville Rd. (Shelby Dr.) from U.S. Hwy. 51 to Mickey Dr., and on the east side of U.S. Hwy. 51 from Haledale Rd. to Whitehaven Ln. (Memphis, Tenn.) (In tract 221)

MRC No. 14—Includes the planned center known as "Raleigh Springs Mall" and establishments on Austin Peay Hwy. between Lakehurst Dr. and Raleigh Millington Rd., and on Yale Rd. from 4706-4738. (Memphis, Tenn.) (In tract 205)

NASHVILLE-DAVIDSON, TENN., SMSA

MRC No. 1—Includes the planned center known as "Green Hills Village Shopping Center" and establishments on Hillsboro Pike (21st Ave. South) from Crestmoor Rd. to Hobbs Rd., on Abbot-Martin Rd. from Hillsboro Pike to Green Hills Village Dr., on Richard Jones Rd. from 2031 to Hillsboro Pike, on Warfield Dr. from Kimbark Dr. to Hillsboro Pike, and on Hillsboro Dr. from Hillsboro Pike to Hillsboro Circle and Brandywood. (Nashville-Davidson) (In tracts 177, 178, and 179)

NASHVILLE-DAVIDSON, TENN., SMSA—Con.

MRC No. 2—Includes the planned centers known as "Madison Square" and "Gallatin Madison" and establishments on Gallatin Pike South from Neely's Bend Rd. to Spring Hill Cemetery. (Nashville-Davidson) (In tract 107)

MRC No. 4—Includes the planned center known as "Harding Mall" and establishments on the east side of Nolensville Pike from Welch Rd. to Harding Place Rd. on Welch Rd. from Nolensville Pike to Sevenmile Creek, and on Harding Place Rd. from Nolensville Pike to Sevenmile Creek. (Nashville-Davidson) (In tracts 189 and 190)

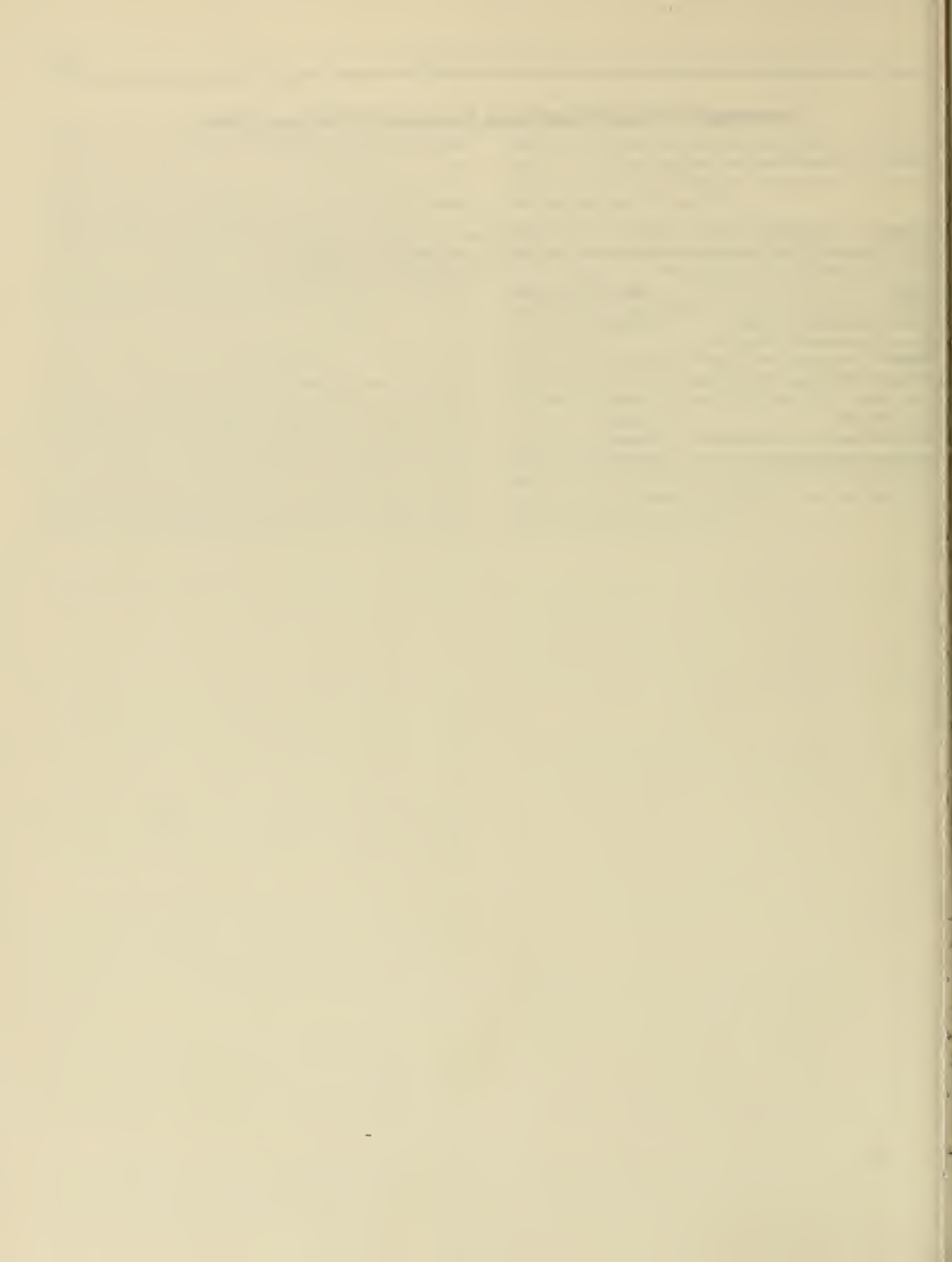
MRC No. 7—Includes the planned center known as "Hundred Oaks Shopping Center" at the intersection of Powell Ave. and Thompson Ln. (Nashville-Davidson) (In tract 176)

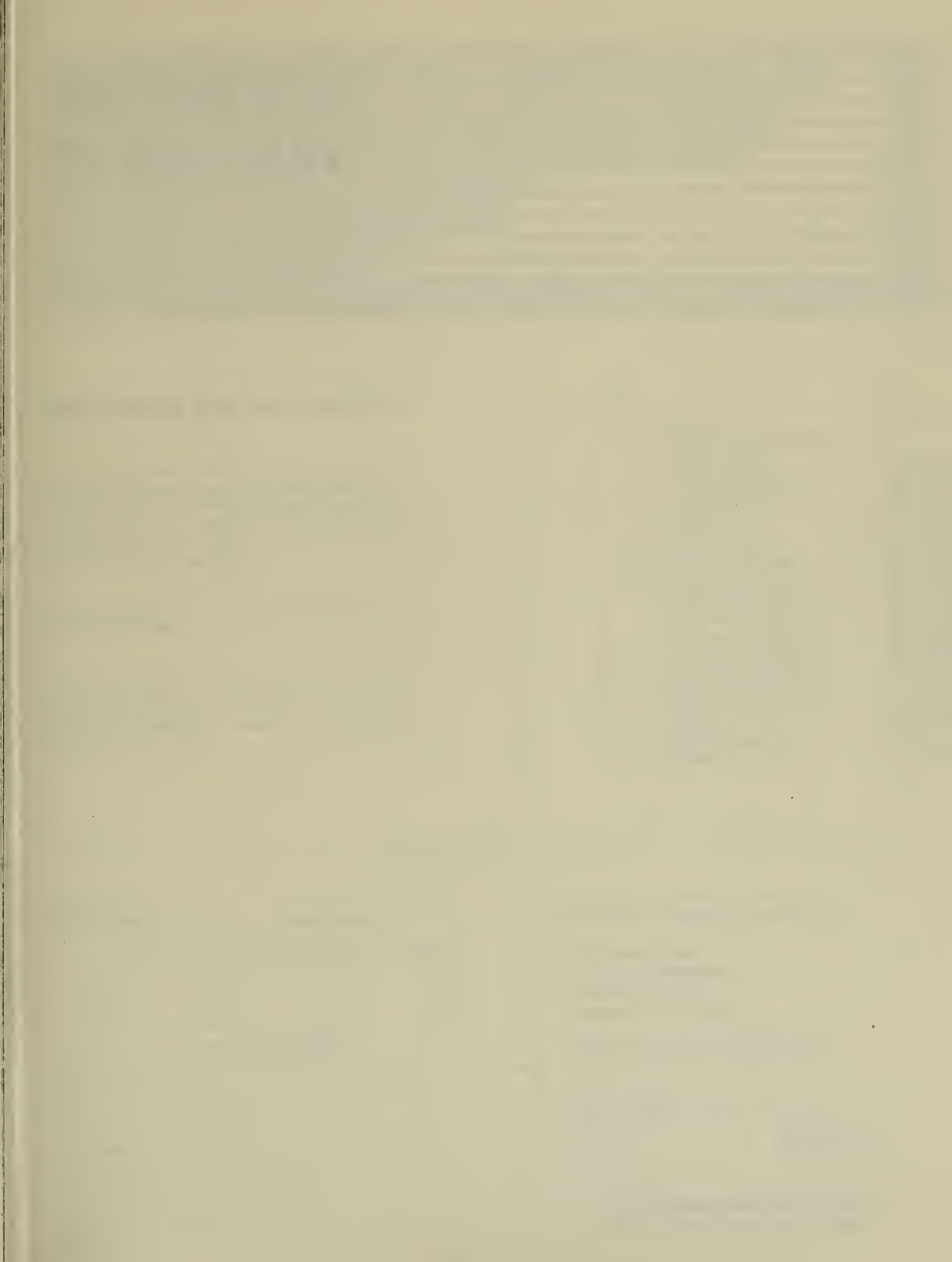
MRC No. 9—Includes the planned centers known as "McHenry Center," "Rivergate Mall," and "Rivergate Plaza" and establishments in the area bounded by Sheperd Hills Rd., Gallatin Pike, Alta Loma Rd., Gleaves St., Two Mile Pike, and Wade Cir. (Nashville-Davidson) (In tract 104)

APPENDIX F. Major Retail Center Delineation by Geographic Areas

[Delineation identification symbols: "CSAC"—Census Statistical Areas Committee, "F"—Bureau of the Census, Field Division, and "N"—no delineation since area had no MRC's in 1977. For definition of each SMSA, see appendix D]

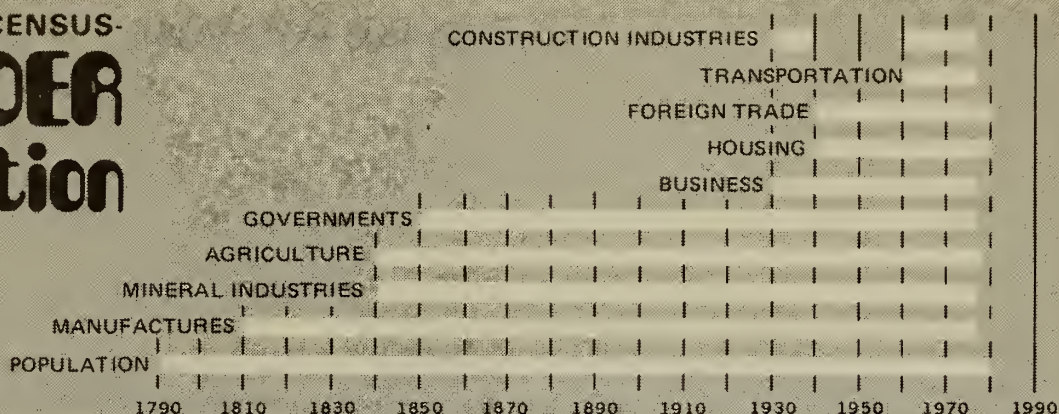
AREA	MRC DELINEATOR
Chattanooga, Tenn.-Ga., SMSA	CSAC
Clarksville-Hopkinsville, Tenn.-Ky., SMSA	N
Johnson City-Kingsport-Bristol, Tenn.,- Va., SMSA	CSAC
Knoxville SMSA	CSAC
Memphis, Tenn.-Ark.-Miss., SMSA	CSAC
Nashville-Davidson SMSA	CSAC





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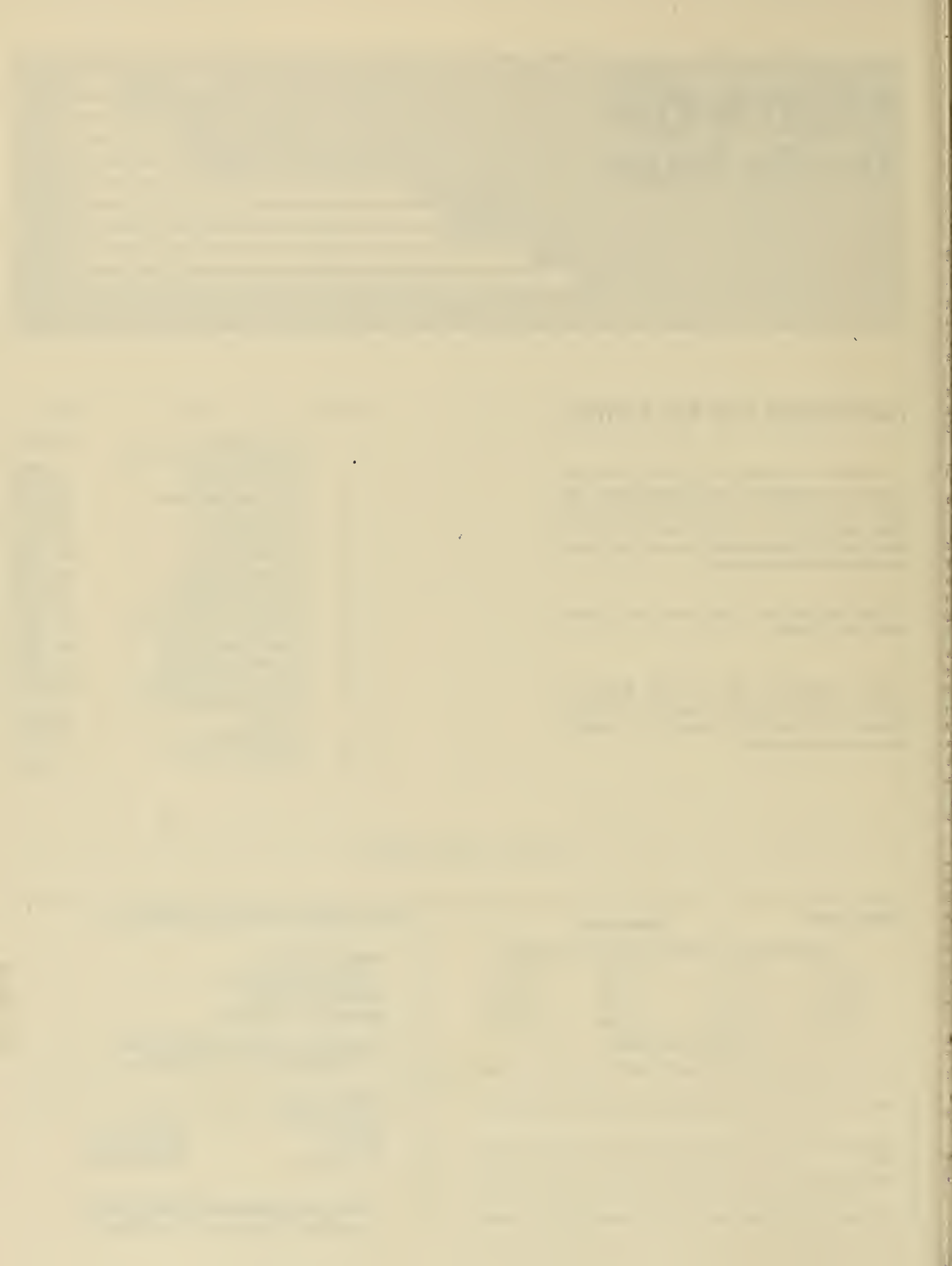
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Organization _____

Street Address _____

City, State, and ZIP Code _____



PUBLICATION PROGRAM

1977 CENSUS OF RETAIL TRADE

Publications of the 1977 Census of Retail Trade, containing data on retail establishments in the United States, are described below. Publications order forms for the specific reports may be obtained from any Department of Commerce district office or from Subscriber Services Section (Publications), Bureau of the Census, Washington, D.C. 20233.

Advance geographic area data from the 1977 census were issued in press releases. Final detailed statistics are issued in separate paperbound reports. These reports subsequently are assembled and reissued in cloth-bound volumes.

Final Reports

Geographic Area series—52 reports (RC77-A-1 to -52)

A separate paperbound report is being published for each State, the District of Columbia, and the United States. Each report contains general statistics on number of establishments, sales, payroll, employment, and number of proprietorships and partnerships for the State by detailed kinds of business; and for SMSA's, all counties, and cities with 500 retail establishments or more by kind-of-business detail appropriate to the size of the area. For all cities of 2,500 inhabitants or more and for all counties, in addition to the above census data items for total retail trade, statistics are furnished on number of establishments and sales for the 10 major kind-of-business groups. For each State, 1972 and 1977 comparisons show sales per establishment, sales per employee, payroll per employee, and number of employees per establishment as well as percent changes in sales, payroll, and employment between 1972 and 1977. Also published (for 1977 only) are sales per capita and the number of inhabitants per establishment.

Subject series—2 reports (RC77-S-1 and -2)

The first report (RC77-S-1) presents data based on size of establishment, size of company or firm (firm size is based on all establishments operated by a firm within the same kind of business, or kind-of-business group, for which data are presented), and legal form of organization. Establishment statistics are presented by sales size and by employment size; statistics for firms, by sales size (including concentration by largest firms), by employment size, and by number of establishments operated (single units and multiunits). Statistics are presented, by kind of business, on the number of establishments, sales, payroll, and employment for the United States.

A miscellaneous subjects report (RC77-S-2) contains data on eating and drinking places, gasoline service stations and liquefied petroleum (LP) gas dealers, and other miscellaneous subjects. Data are presented for the United States as a whole and, where feasible, for States and SMSA's.

Major Retail Center series—49 reports (RC77-C-1 to -49)

A separate report is being issued for the District of Columbia and each State, except for Vermont and Wyoming which have no SMSA's. Each report presents statistics by varied kind-of-business detail on number, sales, payroll, and employment for retail establishments.

Data are shown for each SMSA in the State, each central city and all other SMSA cities of 50,000 inhabitants or more, each central business district (CBD), and each major retail center (MRC) in the SMSA. Percent change in sales, 1972 to 1977, and percent distribution of 1977 sales are presented by kind of business for CBD's, cities, and SMSA's in areas which have CBD's with 100 or more retail establishments. Maps show the total area covered, define the CBD's, and locate the MRC's in each SMSA.

Merchandise Line Sales—1 report (RC77-L)

A single report is being issued for the United States. Data for States, SMSA's, and the area within the State outside of any SMSA are to be issued on microfiche on a State-by-State basis. Tables present data for each kind of business for employer establishments, and show for each merchandise line the number of establishments handling the line and their sales of the line; the percentage of total sales of the kind of business accounted for by each of the lines carried; and, for establishments actually handling a specific line, the percentage of their total sales represented by sales of that line. Summary data are also provided for the 31 broad merchandise lines asked of all retailers, including counts of establishments and the amount and percent of the line sold by various kinds of retail businesses.

Final Report Volumes

- Volume I. Retail Trade—Summary Statistics. Includes data previously issued in series RC77-S and RC77-L.
- Volume II. Retail Trade—Geographic Area Statistics. Includes data previously issued in series RC77-A.
- Volume III. Retail Trade—Major Retail Centers. Includes data previously issued in series RC77-C.

Microfiche

In addition to microfiche of all "published" retail trade data, some "unpublished" data which are not included in printed reports are available on microfiche.

Computer Tapes

Public-use computer tapes contain the same summary statistics that are found in the published reports. Public-use computer tapes are available for users who wish to summarize, rearrange, or process large amounts of data.

OTHER ECONOMIC CENSUSES REPORTS

Data on wholesale trade, service industries, construction industries, manufactures, mineral industries, enterprise statistics, minority-owned businesses, women-owned businesses, and transportation also are issued as part of the 1977 Economic Censuses. A separate series of reports covers the censuses of outlying areas—Puerto Rico, Virgin Islands of the United States, and Guam. Separate announcements describing these reports are available free of charge from Subscriber Services Section (Publications), Bureau of the Census, Washington, D.C. 20233.

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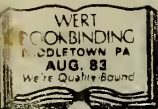
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